

AUTOMOTIVE

Santa trades reindeer for race car in Lexus fundraiser

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Scott Pruett for Lexus 'Santa's Hot Lap'

By STAFF REPORTS

Toyota Corp.'s Lexus is teaming up with the man in the red racing suit to raise money for a holiday-themed cause.

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In the automaker's "Santa's Hot Lap" series, race car driver Scott "Santa" Pruett takes fans out for a spin in a Lexus RC F GT concept car, tasking them with reading a wishlist as he speeds around a track. A benefit for Toys for Tots, this is an entertaining way for Lexus to show off a corporate social responsibility initiative.

Santa's wild ride

During Santa's Hot Lap, each passenger is given a humorously long list. In between their shouts of excitement and surprise as they ride at top speeds, they read items off these lists.



Santa's Hot Lap by Lexus

Each item read equals \$1,000 that Lexus will donate to Toys for Tots.

Adding a touch of whimsy, each rider is dressed in elf attire, while Mr. Pruett sports a fuzzy white beard and a helmet that resembles a Santa hat.

This test of the "holiday heroes" was recorded and shared, allowing others to experience some of the thrill.

Lexus Presents: Santa's Hot Lap

Other luxury marketers have looked to make raising money more active with efforts that test consumers in exchange for cash towards a cause.

For instance, department store chain Bloomingdale's pedaled toward a cure for AIDS with an in-store event and partnership with amfAR, The Foundation for AIDS Research.

From Aug. 27-30, consumers could go to their nearest Bloomingdale's location to participate in a virtual bicycle race, a metaphor for the medical race to end the epidemic through research funding. Bloomingdale's pledged \$75,000 toward the cause, but getting consumers actively involved in this initiative help the fundraiser make more of an impact ([see story](#)).

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