

AUTOMOTIVE

Lexus imagines humorous solution for slow drivers

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Promotional image for Lexus 'Lane Valet'

By STAFF REPORTS

Toyota Corp.'s Lexus is showing its sense of humor as it debuts an imagined feature aimed at clearing the road ahead.

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In honor of April Fools' Day, the automaker is unveiling a "Lane Valet" that will shift slow drivers out of the left lane, supposedly making roads safer in the process. While fake technological advances may cause some confusion for the gullible, pranks allow brands to connect with consumers over a shared laugh that goes beyond promotion.

Moving forward

Lexus revealed the Lane Valet in a short film, supposedly for its 2018 LC. The female voiceover plays it straight, while footage adds a lighthearted touch.

The short opens as a driver zooms along in a red Lexus. The voiceover says, "While performance and design can move you, what if innovation could move them?"

A second man is seen bumbling along in the lane ahead. He yawns, added to his perception as a slowpoke.

Behind him, the Lexus driver hits a button with an icon of a man, triggering the Lane Valet. Described as a "semi-autonomous technology," this feature supposedly connects to the other car and moves the driver over.



Lexus' Lane Valet

In case there were any questions as to the reality of the Lane Valet, a disclaimer at the bottom of the clip reads, "Imaginary technology. Do not attempt. Duh."

2018 Lexus LC: Lane Valet

In addition to the film, Lexus has rolled out a landing page for this imagined feature. This includes a breakdown of how the technology works, testimonials from drivers who were "moved" by the Lane Valet.

On a serious note, Lexus provides a link to its innovations for "the other 364 days."

Automakers have shown they take April Fools' Day seriously, putting their production capabilities and media budgets behind their tricks.

In 2015, Audi of America tricked consumers for April Fools' with a screen takeover video on The Onion to pretend to advertise an autonomous office chair.

The chair does everything from avoid user's supervisors to deploy an airbag in case of a collision. The humorous intentions of this fake advertisement offers an amusing take on the autonomous vehicles and drives attention to Audi's advances in technology for its self-driving car ([see story](#)).

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