

AUTOMOTIVE

Lexus alleviates a common annoyance in latest spot

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Lexus is promoting its line of hybrid vehicles to stay up to date. Image credit: Lexus

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Toyota Corp.'s Lexus is comparing the frustration of consumers experiencing batteries of everyday items dying to the long-lasting life of its hybrids.

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"Always Ready" is Lexus' new commercial, which shows off the convenience of its hybrids. The film touches on a common annoyance that many consumers know well, showing that with its hybrid vehicles, drivers will have the luxury of avoiding in-the-red battery percentages.

Always ready

The vignette opens with a man racing through the airport to catch a flight. He runs up to the security line and hands his smartphone over to the TSA agent to show his boarding pass.

However, when the agent looks at the device, the "no battery life" symbol appears on the screen, signifying the phone has died. The TSA agent sends the man away.



Lexus' spot for its hybrid line

Another man is shown giving a presentation in a conference room at an office, using a power point presentation. When changing to the next slide, the presentation disappears.

On his computer screen, which controls the power point, the same "no battery life" symbol appears as he taps the keyboard, frustrated.

Another actor is shown in the bathroom of his home using a battery-operated razor to shave his face. He has one side completed when viewers can hear the razor shut off.

He stares into the mirror perplexed at what to do, since half his face is shaven and the other half still has hair.

At this time, lyrics can now be heard within the song that has been playing throughout the film, singing "unstoppable."

Viewers can then see a Lexus Hybrid driving a street, with an off-screen voice explaining that, "Lexus Hybrids are always charged, always ready. Experience the Hybrid line that has electrified the road for over a decade."

Lexus Hybrid commercial: Always Ready

Hybrid importance

Lexus is focusing on its electric vehicles as they become more popular.

The Toyota-owed automaker recently expanded further into the Asian market with a first-time presence through its hybrid vehicles in a potentially lucrative region as it competes against Germany's Mercedes-Benz and BMW.

Lexus made its debut in India with a focus on hybrid vehicles to appeal to affluent consumers in this market. Lexus' RX 450h, ES 300h and LX450d models will be available to Indian consumers at showrooms in New Delhi, Gurgaon, Mumbai and Bangalore ([see more](#)).

Lexus is also known for its interesting vignettes in regards to marketing. For instance, the brand teamed with French crystal-maker Baccarat to show off its vehicles' high-quality performance and precision with its latest vignette.

"The Crystal Gauntlet" with Baccarat is the latest video from Lexus and shows off the automaker's GS F, RC F and LC 500 models, driven by drift world champion Rhys Millen and drivers he has personally selected. The film heightens the drama with stunt driving in a room of Baccarat crystal ([see more](#)).

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