

AUTOMOTIVE

## Lexus plays sidekick in latest Marvel film

July 21, 2017



Lexus LC 500 Showcased in Marvel Studios Black Panther. Image credit: Lexus

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is putting a spotlight on the balance between human and machine in a new campaign that takes the automotive brand to the big screen.

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Teaming up with comic book conglomerate Marvel, the auto brand is making an appearance in the latest superhero film, "Black Panther." Coupled with special events and a special graphic novel, the campaign will appeal to a wide range of superhero fans.

"Lexus is thrilled to collaborate with Marvel Studios on 'Black Panther,'" said Brian Bolain, general manager of at marketing for Lexus at Toyota Corp. "The film was especially appealing given it's the first time this bold, sophisticated hero is stepping into the spotlight, and we have the opportunity to be a part of the franchise from the beginning."

Marvel and Lexus

Black Panther is the latest upcoming Marvel film, slated for release in February 2018.

Lexus is helping to usher in promotion for the film, while the 2018 Lexus LC makes its debut in Hollywood.

Learn more about the [#BlackPanther](#), the [#LexusLC](#) and the highly anticipated movie that's bringing them together. <https://t.co/82PMud67ZR> [pic.twitter.com/nQXcUbkuVu](https://pic.twitter.com/nQXcUbkuVu)

Lexus (@Lexus) [July 19, 2017](#)

Lexus' latest model of its flagship vehicle will be featured within the film itself as well as accompanying marketing material and the graphic novel.

The Marvel film follows the story of T'Challa after his appearance in, and following the events that took place, in a previous Marvel film, "Captain America: Civil War." The film shows T'Challa as returns to his homeland to take his place as king.

Announcing the collaboration at Comic-Con International: San Diego, Lexus and Marvel will celebrate with a special event. On July 21, there will be a Black Panther-themed party, where Marvel is teasing that a surprise headliner will appear.

The event is invite only, but the brand will also be unveiling the special graphic novel covers to go along with the film that also celebrates Lexus' involvement. Marvel will be showing off six different covers.

Artist Chris Sprouse joins [@tanehisicoates](#) for the epic second arc of [#BlackPanther](#):  
<https://t.co/czIzViw9J7> [pic.twitter.com/vJsNOTNewg](#)

Black Panther (@theblackpanther) [August 17, 2016](#)

### Superhero marketing

Lexus is not the only brand looking to Marvel for added visibility.

German automaker Audi also showed off its latest artificial intelligence features on the big screen, aligning its technology with the superhero film "Spider-Man: Homecoming."

The movie, with a United States theatrical release on July 7, was to be the first time that consumers could see the Audi A8 sedan in action. Audi frequently turns to product placement in action franchises to solidify its vehicles' innovation and performance ([see more](#)).

Superhero themes are visible throughout marketing with luxury brands.

For instance, French fashion label Jean Paul Gaultier enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand is getting into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enables the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s ([see more](#)).

"Marvel continuously captures audiences through charismatic characters and inspiring stories the ideal collaborator for Lexus' mission to craft amazing experiences and the perfect platform to showcase the first-ever LC," Mr. Bolain said. "Marvel's cultural reach is an excellent fit as we launch a new era of Lexus that's focused on connecting with our customers, including a younger luxury audience, on topics that are of personal interest to them beyond just cars."