

AUTOMOTIVE

Karma unveils SoCal-inspired electric car campaign

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The Karma Revero will be promoted during the Masters Golf Tournament. Image credit: Karma

By DANNY PARISI

Chinese automaker Karma is taking its first big step into the world of electric cars with the Revero, a fully electric luxury sedan.

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The EV is being promoted in a new spot called "Born in California," a reference to the car's place of design and manufacture, Irvine, CA. The short film will air during CBS' coverage of the 2018 Masters Golf Tournament.

"CBS coverage of the Masters kicks off spring for many parts of the nation, giving way to warm weather cruising that our customers clearly enjoy," said Jim Taylor, chief revenue officer at **Karma**, Irvine, CA. "The Masters is one of the largest media platforms of the year, especially for our customer audience. This is the right broadcast for us to tell our exciting story and continue the launch of the Revero and Karma brand."

Born in California

Karma's latest short film to support the Revero electric car leans into the aesthetics and culture of its place of origin in California, emphasizing the state's legacy of car culture, tech and sustainability all in one campaign.

The "Born in California" campaign explores the sunny seaside views of California as the Revero is shown driving through it. Meanwhile, a narrator explains the inspiration for the Revero, its design and the goals Karma set out to achieve in creating it.



The short film highlights the car's California heritage. Image credit: Karma

Karma notes that the Revero is intended to be the “most beautiful electric car you’ve ever seen,” according to the video, highlighting the brand’s focus on aesthetics and clean design.

Throughout the short film, the exterior and interior of the car are lovingly explored, showcasing its high-performance design and lush interior details.

But most of the short film is dedicated to aesthetics, showing the Revero driving around some of the beautiful sights of Southern California, from cruising along the coast to exploring the city.

The video highlights California’s legacy of car culture as well as its status as a technology hub, positing that the Karma is a perfect combination of the two: a luxury car that is powered by progressive technology.

Electric competitors

A number of major luxury car brands are already heavily investing in the electric car space. German automotive group Volkswagen is pledging itself to the proliferation of electric cars, with plans to have 16 production facilities around the world dedicated solely to the production of battery-powered vehicles by 2022.

To help bolster this initiative, Volkswagen is teaming with a number of battery producers to create high-quality car batteries to power its electric vehicles, which will be forthcoming from many of its luxury brands including Porsche and Audi. The company’s renewed commitment to electric cars and sustainability is notable given the high profile scandal in which the group was shown to be knowingly misrepresenting its vehicles’ emissions ([see story](#)).



The Revero faces stiff competition from other brands. Image credit: Karma

Similarly, Italian automaker Ferrari is embracing changes in the auto industry with plans for its first battery-powered car. While many marques in the auto world have already embraced electric vehicles, supercar manufacturers were some of the last holdouts, but earlier adopters are putting pressure on them to move in a greener direction ([see story](#)).

British automaker Jaguar recently premiered its first fully electric production vehicle as it also looks to put pressure on other brands.

Ahead of the I-Pace’s official debut at the Geneva Auto Show, Jaguar held a livestreamed preview of the car on March 1. While Jaguar is newer to the electric vehicle field, it is taking on competitors such as Tesla with stunts and statements ([see story](#)).

The electric car market is a crowded field and Karma is just one of many players. The brand also has far less of a heritage than other brands.

Despite this, the automaker seems confident that the Revero's aesthetics and design will keep it competitive against older brands.

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