

AUTOMOTIVE

Lexus combines craftsmanship and performance in new campaign

June 13, 2018



Lexus has a new campaign, "Performance, Crafted to the Extreme." Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is giving drivers an inside look at its attention to detail and quality craftsmanship in a new marketing campaign for its high-performance vehicles.

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For its series called "Performance, Crafted to the Extreme," Lexus teamed up with top drifting and Hollywood stunt driver Rhys Millen and renowned automotive director Ozan Biron for three new spots. With cinematic flair, these short films include a rare inside look at Lexus' factories and the production of the LC 500, RC F and GS F.

"The campaign highlights just how much detail goes into the makings of a Lexus vehicle," said Nancy Hubbel, Lexus Communications. "This meant providing the rare opportunity to get a real, behind-the-scenes look not only into the factories where Lexus vehicles are built, but also a glimpse into who the people are that build them."

Commitment to craftsmanship

The marketing campaign, created in part with Lexus' agency of record Team One, includes two 30-second spots and one 60-second extended cut. Each of the vignettes shows stunt driving during the night, intercut with scenes in the Miyata Lexus Plant.

The "Crafted Extremes" film — which has 30-second and 60-second versions — emphasizes that Lexus vehicles have several hand-crafted components. Instead of showing any machines or robots assembling the Lexus, the spot shows team leaders, known as the Takumi, inspecting the cars.

Embedded Video: <https://www.youtube.com/embed/KYAFvn0kp9c>

Lexus' campaign showcases its high-performance vehicles from production to pavement. Image credit: Lexus

As shown in the video, the Miyata Lexus Plant more closely resembles a lab than the grungy factory floor some may have pictured. Everything is spotless, and the Takumi even wear white gloves as they check every component of each Lexus.

The Lexus LC and LC Hybrid are both highlighted in the "Extreme Measures" vignette.

In this spot, closer attention is paid to the smaller yet critical pieces, such as the intake valves, that are necessary for

every car to run. The voiceover emphasizes that Lexus chooses quality materials instead of making any shortcuts.



The Takumi take special care when assembling each Lexus. Image credit: Lexus.

Stunt scenes showcase the three Lexus models, including what is presumably the same Lexus built in the factory shots. Its white exterior stands out similarly to a white horse against the dark night.

The same elements that are shown in detail during assembly, whether it is the tires or steering wheel, are also featured while the Lexus models accelerate around the track. This draws a direct parallel between the craftsmanship and the performance Lexus is aiming to promote.

Cinematic campaigns

Lexus has a legacy of more cinematic advertisements than one may expect from a luxury automaker.

Last year, the Lexus film "The Crystal Gauntlet" featured Mr. Millen and a team of drivers, again using the automaker's high-performance models. For heightened drama, the stunt driving took place in a room of Baccarat crystal ([see story](#)).

More recently, the Lexus television spot "Cloudy with a Chance of Truth" had clouds, located strategically inside a warehouse, act as surprising obstacles for a course. That video was part of its "Fast as H" campaign that hopes to shift drivers' thoughts regarding hybrid models in relation to their power and agility ([see story](#)).

The "Performance, Crafted to the Extreme" campaign instead focuses on the work behind high-performance Lexus vehicles.

"It is important to showcase that no matter how much technology progresses, nothing replaces the human eye and touch in assembling our high-performance vehicles," Ms. Hubbell said. "Our new campaign takes it one step further to not only tell, but show Lexus owners the definition of a Takumi master craftsman and how their meticulousness in the factory yields exhilaration behind the wheel."