

AUTOMOTIVE

Lexus lets sports car speak for itself in orchestral film

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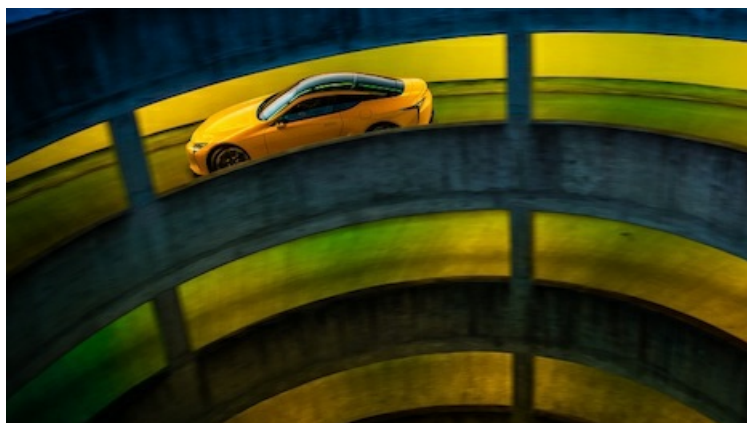


Image courtesy of Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is highlighting the powerful V8 engine of its LC 500 in a new short film that keeps viewers' attention on its dramatic sound.

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In "Exit Music" a stunt driver speeds through a parking garage, adding a layer of accessibility and authenticity to the campaign. Instead of focusing on speed as many advertisements featuring sports cars do, the short film relies on something almost everyone can appreciate: music.

"The focus is on sound," said Scott Brownlee, general manager of press relations and social media at [Lexus](#). "The car looks beautiful and we let that speak for itself, but the unique growl of the V8 is the star of the film."

Exhaust notes

The short begins with opening titles instructing viewers to turn up the volume as an engine revs up.

A bird's-eye view of Bristol, United Kingdom shows a winding parking garage before the camera is transported inside the building's security office.

British stunt driver and three-time Rally Champion Mark Higgins exits the elevator on the garage's roof and turns on his yellow Lexus LC 500 coupe.