

AUTOMOTIVE

## Lexus showcases automotive mastery in campaign

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*Image courtesy of Lexus*

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By SARAH RAMIREZ

Toyota Corp.'s Lexus is riffing off its reputation for craftsmanship in a new campaign showcasing its ES.

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The tongue-in-cheek video series reviews the elements Lexus borrows from its other vehicles to create an even more dynamic sedan. The implication is that while other automakers may rest on their laurels, Lexus keeps innovating and mastering its designs.

"The 2019 ES continues Lexus' commitment to crafting more exciting, dynamic and modern vehicles," said Craig Taguchi of Lexus Communications. "The campaign showcases how the unparalleled design, performance and technology of the ES creates an entirely new experience of amazing in every detail."

Inspiration and innovation

The premise in "Stolen" is that the latest Lexus vehicle is "hijacked" from the brand's earlier designs.

As the narrator "confesses" that the design and technology in the new ES is stolen from earlier accomplishments by Lexus, squad cars and police helicopters follow the car across the city making the metaphorical hijacking literal.

*In "Stolen," Lexus emphasizes traits borrowed from its earlier vehicles*

"Why Bother" is a closer examination of the engineering behind the ES.

Extreme close ups of the vehicles' headlights, center console, steering wheel and safety system show the sleek results of the rigorous testing Lexus undertakes. In a voiceover, a woman lists the different features Lexus tests for, including the audio system and hybrid engine.

As the voiceover continues, the complete ES is revealed.

"When you want to create an entirely new feeling, the difference between excellence and mastery is all the difference in the world," the woman states.



*The 2019 Lexus ES. Image courtesy of Lexus.*

In a first for Lexus, the ES will be compatible with Apple CarPlay as well as Amazon's Alexa, allowing drivers more connectivity and flexibility.

The automaker will also release additional shorts that appeal to more overlooked classes of drivers, including one bilingual vignette featuring a Latino family. These also place extra emphasis on the connectivity of new Lexus vehicles.

These technologies work with drivers' smartphones to enable them to interact with their devices more easily through the built-in controls in the car. Drivers find Apple's CarPlay smartphone mirroring more satisfactory than Android Auto, with ratings of 777 and 748, respectively, according to a new report from J.D. Power ([see story](#)).

"We know that staying connected is important to our customers, so we're excited to offer some of the most advanced, Lexus-first technologies in the new ES," Mr. Taguchi said.

#### Craftsmanship and mastery

The luxury automaker often reveals its commitment to craftsmanship in cinematic campaigns.

Recently, Lexus highlighted the powerful V8 engine of its LC 500 in a new short film that keeps viewers' attention on its dramatic sound.

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 ([see story](#)).

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 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 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 a track. This draws a direct parallel between the craftsmanship and the performance Lexus is aiming to promote ([see story](#)).

"Mastery is achieved from relentless iteration, improvement and innovation," Mr. Taguchi said.