

AUTOMOTIVE

## Lexus shines spotlight on Takumi team

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Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is taking consumers inside the factory floor with the help of its master craftsmanship team in a new series of short films.

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While other luxury automakers often highlight new technologies and innovations, Lexus campaigns tend to emphasize technique and tradition. Without several decades of history behind it like other heritage brands, the marque builds credibility by giving drivers insight into how its Takumi craftsmen create its vehicles.

"[The series] highlights and honors the people who build the cars and the thousands of hours and training it takes to create a Lexus," said Carrie McIlveen, global director of marketing at [Metia](#).

Ms. McIlveen is not affiliated with Lexus but agreed to comment as an industry expert.

Takumi living

The new video series from Lexus shows the step-by-step process of creating a Lexus from the perspective of its renowned Takumi team.

While other automakers introduce and heavily promote automation efforts, the Takumi rely on their human senses. The "Takumi Living" series includes short vignettes that illustrate how the craftsmen use the sense of touch, sight and hearing in particular.

*Some Lexus Takumi masters are tasked with using touch to find imperfections made by robots*

With more than 60,000 hours of training, Takumi masters are able to catch mistakes that are unnoticeable to the average person.

For instance after robots create exterior parts of the car, the crafters then inspect these pieces by hand and search for mistakes that measure less than a millimeter.

Eagle-eyed Takumi masters can spot the tiniest marks. [#LexusCraft](#) [pic.twitter.com/WNrXXIymC9](https://pic.twitter.com/WNrXXIymC9)

Lexus UK (@LexusUK) [September 20, 2018](#)

*Twitter post from Lexus U.K.*

The series was created for audiences in the United Kingdom. Lexus is trying to increase its presence outside of the U.S., its largest market.

"It demonstrates the unprecedented standards of the Takumi craftsman and the expertise required to build and finish their cars," Ms. McIlveen said.

#### Craftsmanship connection

This is not the first time the Takumi have been prominently featured in a Lexus campaign.

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 Takumi's craftsmanship and the performance Lexus is aiming to promote ([see story](#)).

Lexus also riffed off its reputation for craftsmanship in a new campaign showcasing its ES.

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 ([see story](#)).

"[Lexus] focuses on the emotion and experience versus features," Ms. McIlveen said. "The human element is at the core of the production process."