

AUTOMOTIVE

Lexus goes on tour to make musical modifications

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A Miami autoshop transformed the Lexus RC from stark white to electric purple. Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is going cross country and partnering with customization shops to give its RC F Sport artistic updates.

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Lexus is visiting five different custom shops to enhance its sport coupe, asking them to transform the blank canvas of a vehicle with a white exterior with the help of music collaborators. Luxury automakers are increasingly turning to musicians to liven up their brands and reach new audiences.

"No road trip is complete without music, so we partnered with local DJs and asked them to help create a cross country playlist," said Gabe Munch, social media manager at **Lexus**, Los Angeles. "Since road trips often have the power to change you, we wanted to actually change the RC as it traveled across the U.S."

Custom tour

The automaker began teasing its Cross Country Custom Tour when it showed the Lexus RC F Sport at the Miami International Auto Show. The displayed car will receive additional customizations at different body shops, from Miami to Las Vegas and in between, using musicians as inspiration for the changes.

Each modification-musician pairing will also be featured in a short film shared on Lexus' IGTV, with teasers shared on Instagram, Twitter and Facebook.

Audio elevated to art at [@exclusivemiami](https://twitter.com/exclusivemiami). [#LexusXCC](https://twitter.com/LexusXCC) pic.twitter.com/17UszYRngy

Lexus (@Lexus) **October 18, 2018**

Twitter teaser from Lexus

The first episode follows the MetroWrapz team in Miami, who transform the RC F by covering the stark white exterior with electric violet vinyl. Exclusive Motoring built a new sound system in the rear of the coupe and invited local DJ

Bonnie Beats to spin tracks through the car.

In Atlanta, Ga., the Butler Tires & Wheels shop lowers the Lexus to add new wheels and tires. Cartunes incorporates illuminated strips underneath the car body that correspond with the music DJ Martina McFlyy plays.



DJ Martina McFlyy appears in the Atlanta episode. Image credit: Lexus

The Cross Country Custom Tour will continue to Austin and at the SEMA Show in Las Vegas, before the final look is revealed at the Los Angeles Auto Show. Each city and its musical tastes reflect the diversity of Lexus enthusiasts.

"The Lexus Cross Country Custom series gives Lexus the opportunity to engage with local talent in different communities, including some of the country's best vehicle fabrication shops and parts manufacturers, along with up-and-coming DJs," Mr. Munch said.

Craftsmanship inspiration

Lexus also was inspired by its vehicle's raw sound in a film campaign. The powerful V8 engine of its LC 500 was the star of 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](#)).

Traditionally, Lexus opts for a more traditional approach when showcasing its commitment to craftsmanship.

The automaker took consumers inside the factory floor with the help of its master craftsmanship team in a new series of short films. 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.

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 ([see story](#)).

"Lexus Cross Country Custom showcases Lexus' commitment to design, performance and the lifestyle of Lexus owners and fans," Mr. Munch said. "And above all, the dedication to craftsmanship that's represented in every vehicle Lexus makes.

"That focus on craft can be seen in the expertly installed modifications, and the musical performances that set the tone for this amazing journey."