

AUTOMOTIVE

Lexus draws on competitive spirit for high-performance efforts

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The 2020 RC F and RC F Track Edition. Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is spotlighting its high-performance credentials in a new multichannel campaign.

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The campaign is centered on the marque's sleek coupes, the 2020 RC, RC F and RC F Track Edition. In addition to national television spots, Lexus is also partnering with publishers on interactive activations to better engage audiences.

"We wanted to bring to life the idea that Lexus is approaching performance in a completely different way," said Lisa Materazzo, vice president at [Lexus Marketing](#), Plano, TX.

"Unlike many luxury automakers, Lexus did not start its brand on a race track," she said. "Rather, with the newly updated line of RC F coupes, Lexus is applying the same craftsmanship and dedication, the same never-ending commitment to refinement that has set it apart in luxury, to high performance."

Speeding ahead

Two new Lexus films in the RC campaign focus on speed, but have different approaches.

"One Track Mind" leans into nostalgia with slot cars moving along a toy track. Plastic figurines fill the stands and the sidelines.

Lexus' RC suite campaign combines nostalgia with a sense of competition

With a loud engine roar, a Lexus appears on the track. Free from the constraints of the slots, the RC F Track Edition weaves around the toy cars, eventually knocking over the figure holding the checkered flag as it speeds by.

In "Fast," speed takes a backseat to road handling.

Sepia-toned footage shows an old jet car traveling quickly but not smoothly. With speed becoming more of an expectation, Lexus emphasizes that its RC also offers style alongside a powerful engine that can be driven through city streets.

In a nod to the competitive spirit featured in both spots, Lexus will be airing the advertisements during major sporting events including the March Madness Final Four, the Indianapolis 500, NBA Playoffs and NHL Stanley Cup Playoffs.

To extend the campaign's engagement, Lexus also collaborated with media partners including *GQ* and *Motor Trends* on interactive content.

Wired will host interactive videos, produced by Satellite Lab, that explore key features of the RC F Track Edition. *GQ* will also offer its fans a virtual all-access city tour navigated by the RC.

"Media partners enable us to dive deeper into what makes the new RC F line of coupes so special," Ms. Materazzo said. "Audiences can explore the finer points of each vehicle, or take a virtual ride along with Scott Pruett, champion race car driver and Lexus brand ambassador."

Competition and craftsmanship

To supplement the publisher content, Lexus will also be reviving its "0 to 60" Web series on YouTube.

Model Tyson Beckford hosted "Lexus 0 to 60: Supercharged," which followed prominent drivers as they participated in racing challenges. Featuring Lexus's high-performance RC F and GS F models, Supercharged broadly appeals to car fans who may not always consider the marque to be at the same racing tier as brands such as Porsche and Ferrari ([see story](#)).

Additionally, craftsmanship is often central to Lexus marketing campaigns, including those for its high-performance vehicles.

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 ([see story](#)).

"As a brand, Lexus continuously challenges convention," Lexus' Ms. Materazzo said. "For Lexus, performance is not about brute strength, it's about attention to detail."

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