

AUTOMOTIVE

Lexus saves the galaxy in upcoming film

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The 2020 Lexus RC F to star as the Men in Black agents' vehicle of choice in Sony Pictures' Men in Black: International. Image credit: Sony Pictures

By STAFF REPORTS

Toyota Corp.'s Lexus has been named the official vehicle of a new film, in which the 2020 RC F will act as an aid in fighting aliens that pose a threat to humanity.

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In light of a new design, Lexus 2020 RC F will appear in "Men in Black: International" this upcoming summer, showing off its faster and lighter characteristics. Touting its power-to-weight ratio, the new Lexus will be the vehicle of choice in high-speed chases as the main characters fight against alien races.

Speed and agility

Sony Pictures' "Men in Black: International" will debut on June 14 this year.

While the second trailer has just been released with Lexus' new design making an appearance, the collaboration will also include a television spot, a custom Men in Black RC F and sponsorship of the film premiere.

"We've added some advanced capabilities to the RC F to assist the Men in Black agents, creating a truly one-of-a-kind alien-fighting machine," said Lisa Materazzo, vice president of Lexus marketing, in a statement. "We can't wait for moviegoers to see the RC F as they've never seen it before."

Men in Black: International trailer

Lexus is no stranger to ad placements in blockbuster movies.

The automaker put a spotlight on the balance between human and machine in a past campaign that took the automotive brand to the big screen.

Teaming up with comic book conglomerate Marvel, the auto brand made an appearance in the superhero film, "Black Panther." Coupled with special events and a special graphic novel, the campaign appealed to a wide range of superhero fans ([see story](#)).

"We're excited to collaborate with Lexus on this multi-tiered campaign in support of 'Men in Black: International,'" said Jeffrey Godsick, executive vice president of brand management and global partnerships at Sony Pictures Motion Picture Group, in a statement. "The Lexus RC F sports coupe provides the perfect vehicle for our team of Men

in Black agents, led by Chris Hemsworth and Tessa Thompson, as they protect the galaxy."

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