

AUTOMOTIVE

Lexus highlights vehicle features through auditory journey

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Lexus drives into ASMR

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Toyota Corp.'s Lexus is tapping into the ballooning social media phenomenon of ASMR in a new film series that looks to define the sound of luxury.

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Lexus is hoping to awaken consumers' senses with a new video series that takes viewers on an auditory journey. The collection of films showcases a variety of iconic sounds from Lexus vehicles in a heightened manner, spotlighting different parts of the car.

ASM(CAR)R

The automaker is taking viewers on an auditory tour of its vehicles, tapping into the trend of ASMR, or autonomous sensory meridian response.

As many unique communities pop up throughout the social media ether, ASMR has become prevalent even among brands.

Lexus is the latest luxury label to tap into this, titling its new series ASM(CAR)R.

The opening of the automatic locks, the slam of a car door, the roar of the engine and screeching tires are some of the many sounds spotlighted in the new series.

Each film begins with a message from Lexus, urging viewers to put on headphones to get the full auditory experience.

As of press time, Lexus has released three videos focusing on themes such as comfort, safety and driving.

The first film, "Driving," focuses on sounds of the road, such as the pinging of an open door, whirl of the steering wheel automatically moving into position, start of the motor or flutter of a hybrid engine. Viewers also hear the slow squeak of a tire moving on a garage floor, continued hum of the revving engine and subtle clicking of shifting gears.

Lexus' ASMR film for Driving

"Safety" features sounds such as the side view mirrors moving into place, the doors locking and unlocking, a seatbelt clicking into lock, the buttons of a GPS being tapped, a seat adjusting, windshield wipers rotating side to side, shifting into drive, beeping of rear camera safety notification and finally the rev of the engine.

Lexus' ASMR film for Safety

Rounding out the trio of films is "Comfort," which exhibits the noises of multiple seats electronically moved into an ideal position including the rear, a finger moving a touch screen slider for climate control, a tap on the pad to select a button, scrolling through other options on the various screens, air conditioning coming on and moving head rests into place.

Luxury and auditory

French fashion house Givenchy is similarly inviting consumers to lend their voice to its latest advertising campaign, as it taps into the trend.

ASMR, autonomous sensory meridian response, is a concept recently coined within the last decade referring to the tingling sensation caused by a variety of noises. Since an online community has tapped into the sensation, many luxury brands have joined the auditory trend, with Givenchy being the latest ([see story](#)).

Italian fashion house Missoni also took on the unique Internet craze with a film series that associates its inventory with a spine-tingling sensation.

Missoni has created a series of visually stimulating short films on social media, tapping into the trend of ASMR. The movement that has achieved a cult following on social media focuses on creating content that elicits a tingling sensation on the back of the necks of viewers, such as whispering sounds ([see story](#)).

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