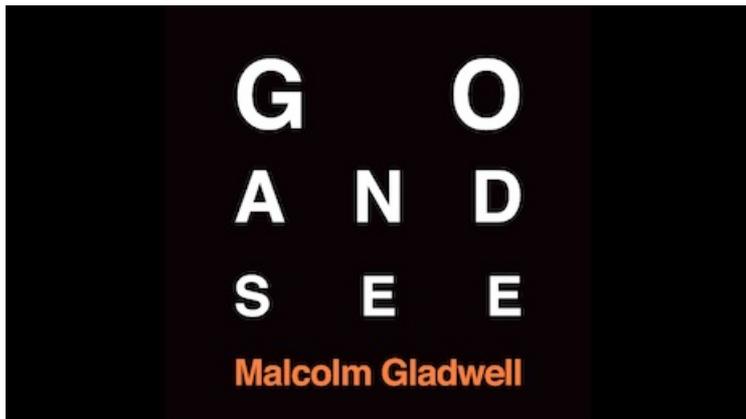


AUTOMOTIVE

## Japan's Lexus taps author Malcolm Gladwell to produce podcasts for behind-the-scenes look

March 5, 2020



*Lexus paid U.S.-based Canadian writer and author Malcolm Gladwell to produce a six-episode podcast series on the cultural and engineering underpinnings of the Japanese automaker. Image courtesy of Lexus*

By LUXURY DAILY NEWS SERVICE

Lexus partnered with *The New Yorker* magazine staff writer and acclaimed author Malcolm Gladwell to produce a podcast series that gives a behind-the-scenes look at how culture and engineering blend at the Japanese automaker.

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Mr. Gladwell traveled to Toyota Motors-owned Lexus' Japanese headquarters to meet with staff and gain firsthand experience of how the brand absorbs lessons from human behavior and processes that have set the automaker apart. Mr. Gladwell's own Pushkin Industries audio content company produced the six-episode podcast series for Lexus.

"Human-centered design has been a Lexus core value since inception, and this has led to some interesting and original approaches through the years," said Lisa Materazzo, Plano, TX-based vice president of marketing at Lexus, in a statement.

"Malcolm Gladwell's curiosity is contagious, and we are so pleased that he accepted our invitation to take a closer look at Lexus," she said. "I believe he was able to gain an understanding of how we learn by studying people. The resulting podcast series is truly intriguing."

Mr. Gladwell is well known on the speaker circuit and has written *New York Times* bestsellers such as *The Tipping Point*, *Blink*, *Outliers*, *What the Dog Saw*, *David and Goliath* and *Talking to Strangers*.



*The Lexus LC 500h car. Image credit: Lexus*

Seeing is believing

The podcast title, "Go and See," is roughly translated in Japanese to "genchi genbutsu," or "go and see for yourself." Obviously, experiencing it first hand gives people a better understanding of the subject and the craftsmanship involved.

"The idea stems from the belief that a person will have a better understanding of people and how to create something for them from actual personal experience," Lexus said.

The podcasts follow Mr. Gladwell as he travels to **Lexus'** headquarters in Japan, explores a top-secret racetrack, and shadows engineers and executives. He gains first-hand knowledge with this journey.

Each episode delves into elements of Lexus' identity, including how a Japanese tea ceremony influenced the engineering of a car window as well as the musical composition of a coupe's engine and the emotions it elicits.



*Malcolm Gladwell is a published author, speaker and staff writer on The New Yorker magazine*

MR. GLADWELL RECORDED the podcasts over 10 weeks from December through February. The first episode is available March 5, will new drops each Thursday from all the podcast platforms.

Check out the first episode in a very fun pod we at Pushkin did with Lexus. Fast cars, metal heads, engine noises, cars that accelerate in perfect intervals and windows that go Phffffff!

<https://t.co/XNRbJ3zES3>

Malcolm Gladwell (@Gladwell) **March 5, 2020**

