

AUTOMOTIVE

Japan's Lexus, in a first, turns to augmented reality app to debut new sport sedan

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The Lexus ARPlay app is an augmented reality immersion into the exterior and interior features of the newly launched 2021 Lexus IS 350 sport sedan. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus has introduced an augmented reality app designed to let users explore its newly launched 2021 Lexus IS 350 compact sport sedan.

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The Lexus AR Play app is the first of its kind for the Toyota Motor-owned brand, keeping in mind the constraints arising from global social distancing measures. The 3D augmented reality app offers consumers a realistic close-up view of the new car.

"With social distancing becoming the new normal for people all over the world, Lexus was inspired to develop Lexus AR Play to showcase the newest design and performance features of the new 2021 IS," said Lisa Materazzo, vice president of marketing at Lexus' U.S. operations in Plano, TX.



Lexus IS 350 side view. Image courtesy of Lexus

Driven to tech

The IS model has been in production for nearly 20 years. The app allows prospects and current Lexus owners to experience the car digitally through their phone or tablet.

Among the app's features, users can virtually walk around the [Lexus IS 350](#) for up-close 360-degree exterior and interior views, engage the gamification function to virtually drive the IS in augmented reality like a remote-control car and personalize the vehicle exterior with eight custom color offerings for the 2021 IS.

App users can also virtually open and close the doors and trunk, explore the vehicle's design, performance and safety features with high-level audio narration, and view 3D cutaways of key technical features, engine and chassis.

[Please click here to see the video rendition of the Lexus AR Play app](#)

AVAILABLE FOR DOWNLOAD for iOS and Android devices, the app also lets users capture photos for sharing with friends or via their preferred social media channels.

"The app provides guests with the ability to see the 2021 IS 350 for themselves in a way previously unavailable, and long before the vehicles arrive in showrooms later this year," she said. "At its core, Lexus AR Play reflects our overarching ethos of omotenashi, or unyielding anticipatory hospitality."

2021 Lexus IS 350 World Premiere

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