

AUTOMOTIVE

Lexus transforms into ultimate gaming vehicle

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Viewers of the livestream could select a number of modifications, including the exterior vinyl wrap. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus has expanded its "All In" campaign into the gaming world, with a two-hour Twitch livestream allowing viewers to rebuild the Lexus 2021 IS.

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This is the first time any brand has utilized the interactivity of Twitch and its community of gamers to build a custom car through livestream. Hosted by Twitch streamer Fuslie on Jan. 13, the event prompted viewers to vote for their favorite interior and exterior modifications.

Choose your Lexus IS

Viewers could make selections to modify a custom gaming PC, custom 3D-printed controller, curved or flat monitor, interior RGB lighting, in-car cooler drink selection and exterior vinyl wrap.

Following the poll, Lexus will work with the fabrication experts to bring the gamers' visions to life. The gaming system will be installed into the passenger side and trunk of the Lexus IS, with selected lighting and other aesthetic touches visible throughout the vehicle.



Screenshot of the Fuslie during the livestream where viewers chose the interior lighting scheme and the vehicle's exterior wrap. Image courtesy

ofLexus

Once the build is complete, Fuslie will host a two-hour livestream unveiling the final Lexus Gamers' IS on Feb. 17.

Fuslie is a variety streamer who first made her mark within the PUBG community, which is centered around the online multiplayer game PlayerUnknown's Battlegrounds. She has played along with xChocoBars in multiple tournaments, including Twitch Rivals. She is also known for her singing voice and her urban exploration streams around Los Angeles.

The Twitch partnership is part of a 2021 Lexus marketing initiative focusing on engaging audiences who are "all in" on pursuing their passions ([see story](#)). Twitch's live, interactive, community-driven video service allows anyone to play a role in creating the moment and this partnership elevates that engagement.

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