

AUTOMOTIVE

Lexus reveals Gamers' IS, ultimate gaming space in a vehicle

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Lexus is releasing the Gamers' IS, the first vehicle designed by and for the Twitch community. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is expanding its "All In" campaign with its new release of the Gamers' IS, the first vehicle designed by and for the Twitch community.

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Last month, Twitch user Fuslie hosted a livestream where Lexus invited more than 554,000 viewers to build a custom car. Viewers watched and voted on their favorite interior and exterior vehicle modifications.

"We asked for their help designing their dream gaming space, and they answered in spades," said Vinay Shahani, vice president of marketing at Lexus, in a statement. "Together, we created the ultimate fusion of design and performance in automotive and gaming."

By gamers, for gamers

The exterior of the Gamers' IS is a modified Lexus IS 350 F Sport, featuring the "Infiltrate" design custom vinyl wrap, which 48 percent of the Twitch users voted for in a poll. More than 55 percent of Twitch users voted for the "Neon Tokyo" style for the interior which features a Japanese pop art aesthetic.

The vehicle's cab ceiling features a clear layer of acrylic embedded with resin "raindrops" and backlit with RGB LED lights, aiming to give drivers the feeling of driving under the lights of downtown Tokyo at night.



During a Twitch livestream, users voted on their favorite interior and exterior vehicle modifications. Image courtesy of Lexus

LED panels project programmable content onto the rear window, creating an animated backdrop. The smart tint feature on the windows also allows dimming for gameplay.

The vehicle's trunk houses a custom-built gaming PC and the passenger's side features a fully integrated gaming system and a curved monitor. The system features a retractable keyboard and mouse platform, and a one-of-a-kind 3D printed game controller, the controller featuring the "Cyber" design that 42 percent of the Twitch users voted on.

Last month, Lexus's two-hour Twitch livestream was the first time any brand utilized the interactivity of the platform and its community of gamers to build a custom car ([see story](#)).

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