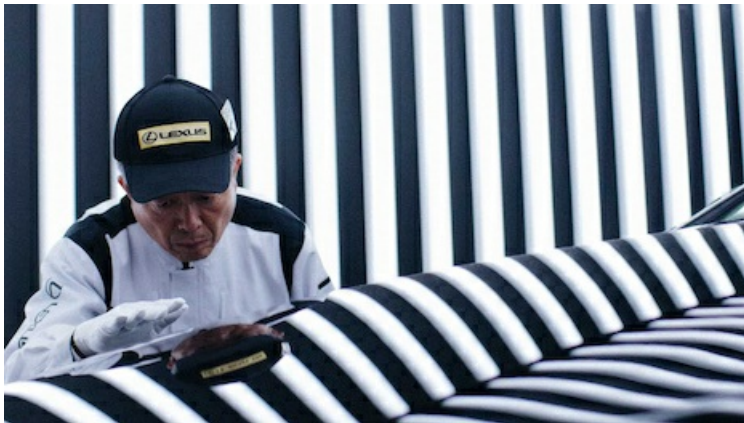


AUTOMOTIVE

Lexus celebrates master craftspeople with World Poetry Day Haiku

March 19, 2021



At the heart of Lexus is Takumi, the master craftspeople who log over 60,000 hours of training in the strive for perfection. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is celebrating the Takumi, the company's master craftspeople, and their indelible mark on the brand in poetic fashion.

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The automaker is marking World Poetry Day with a haiku celebrating the craftspeople who have undergone extensive training, led occupations that strive for perfection and ultimately make the brand what it is today. With no higher honor within the Lexus engineering ranks than the title of Takumi, the automaker has released a haiku paying homage to the experts and highlighting just how crucial they are to the brand.

Nothing less than perfect

The Takumi are master craftspeople who have spent decades honing their craft, striving for perfection and aiming to achieve unparalleled dexterity and skill with their work at Lexus. They practice mindful repetition in striving for mastery at the highest level.

It takes 60,000 hours to become a Takumi. Among the 7,700 workers at the Miyata Lexus Plant in Kyushu, Japan, there are only 19 Takumi.

The Takumi expertise is imperative for Lexus and to honor them, the automaker crafted a haiku which is a unique traditional Japanese poem. Each haiku is 17 syllables long across three non-rhyming lines: five syllables for the first sentence, seven for the second and five for the third.

Haikus often aim to illustrate a particular moment. The automaker has kept the traditional haiku structure for its creation, but also focused on the manmade world, paying homage to all that the Takumi help create.



National Poetry Day is March 21 and Lexus has crafted a haiku to honor the Takumi. Image courtesy of Lexus

Lexus wrote the following haiku:

"Years of devotion

Distilled into this moment.

Perfection at last."

Brands continue to strive for creativity and disparate means of marketing that catch the eye of consumers. Lexus is not the first brand to break out into poetry this year.

Online vintage furniture service Chairish has released a new short to expand its audience of design-loving consumers as more people look to invest in home furnishings. The unique spots present consumers with disparate photos of the products alongside narration that highlights the versatility of Chairish in the form of a poem ([see story](#)).

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