

AUTOMOTIVE

Lexus appeals to all in Golden Opportunity Sales Event push

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Several Lexus models are being showcased during the Lexus Golden Sales Opportunities Event, including the Lexus IS sport sedan. Image credit: Lexus

By KATIE TAMOLA

Toyota Corp.'s Lexus is showcasing how its vehicles are suited for different drivers and personalities with a series of clever and comforting videos for its annual summer sales event.

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In a new Golden Opportunity Sales Event campaign, Lexus touches on three primary motivators for prospective buyers: safety, hybrid and performance. Each short film is less than a minute long and tells a story of how a specific Lexus vehicle fits into a driver's lifestyle.

"Each video in this series makes an emotional appeal to the audience," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Owning a Lexus provides drivers with a fun-to-drive luxury vehicle they can depend on whether they're running family errands or joy riding on an open road."

A world full of golden opportunities

In the Lexus safety vignette, a mother drives her daughter around a residential neighborhood in a cobalt Lexus ES. As they drive past residents construction workers, students, traffic guards the mother sees each person as if they were her own daughter.

"For those who see everyone's safety as equally important," the voiceover begins.

Lexus highlights its safety technology.

After the Lexus safety technology brings the vehicle to a stop before a pedestrian walks in front of the vehicle, the vignette ends with four Lexus models side-by-side: ES, RX, GX and NX.

The hybrid short film opens with a family of four driving along a winding, mountainous road in a gray RX Hybrid.

During the family's road trip, everyone's cellular signals grow weaker fostering the theme of family unity and adventure. As the father drives into a camping area and his children inform him that they have no signal, he smiles and mutters, "perfect."

"Feel what it's like to truly connect," says the voiceover at the end of the film.

The UX Hybrid, RX Hybrid, NX Hybrid and ES Hybrid are showcased at the end of the video.

Adventure seekers need to look no further than the performance vignette of the series, opening with a young woman exiting her home to drive a white Lexus LC directly onto a racetrack. Her neighbor then exits his home, grabs his newspaper and enters his own Lexus to race against her.

The woman smirks as she passes her neighbor and a third resident living in their backyard racetrack development watches and holds up his morning cup of coffee in salute.

Drivers start their day with a race in a new effort highlighting Lexus performance capabilities.

The performance Lexus RC, LC, IS 500 and IS are lined up next to each other at the end of the film.

The first three vignettes of the series promoting the sales event illustrate how a driver's needs can be met with Lexus, whether they are concerned with safety, environmental issues or speed.

Experiencing amazing

Whether its prioritizing safety, empathy or excitement, Lexus is illustrating its myriad of offerings and commitments to its customers.

For National Distracted Driving Awareness Month in April, Lexus aimed to shatter a misconception about texting and driving by bringing awareness to distracted driving with a new campaign.

According to the [National Highway Safety Administration](#) (NHTSA), the average length of time it takes to send or receive a text message while driving is 4.6 seconds. The "Driving Disrupted" film campaign from Lexus, released on April 6 or 4/6, demonstrates what happens when drivers can no longer see the road for 4.6 seconds ([see story](#)).

This spring, Lexus also released the "Modern Leaders" campaign, spotlighting the interconnectedness of humanity in its latest campaign for the 2021 LS 500. The campaign starred two successful public figures, each examining the relevance of empathy in their professional lives and in the world at large in their respective films ([see story](#)).

The automaker continues to make efforts to appeal to a large audiences with its wide range of vehicles.

"Lexus is unique as a luxury automaker in that it appeals to a diverse set of audiences," Ms. Blackley said. "Lexus vehicles are known for their reliability and longevity, which typically isn't a selling point for luxury vehicles.

"However, Lexus appeals to drivers who value safety and longevity as much as performance," she said.