

AUTOMOTIVE

Lexus, Marvel launch concept vehicles for Eternals

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The Thena x Lexus LC 500. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is launching a set of cars that are especially super as part of an entertaining sponsorship.

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Lexus the exclusive automotive partner of Marvel Studios' *Eternals*, directed by Academy Award-winning director Chlo Zhao and starring several A-listers is gearing up for the film's premiere next month. Lexus and Marvel Studios have collaborated to design 10 concept vehicles, based on all 10 superheroes starring in the new film.

"We're excited to bring the *Eternals* partnership to life through these custom-wrapped Lexus vehicles," said Vinay Shahani, Lexus vice president of marketing, in a statement.

"Just as each Eternals character has a distinct style and set of capabilities, so does each character-themed Lexus."

Superhero rides

Every concept vehicle in the collection is inspired by the armor design, iconography and superpowers of each unique Eternal. A golden glow emanates from the vehicles' grilles and underbodies, a symbol of the heroes' otherworldly capabilities.

The concept vehicles include Ajak x Lexus GX; Druig x Lexus GX; Gilgamesh x Lexus LX; Ikaris x Lexus LS; Kingo x Lexus IS; Makkari x Lexus RC F Track Edition; Phastos x Lexus LX; Sersi x Lexus RC F; Sprite x Lexus NX; and Thena x Lexus LC 500.

The vehicles will be present throughout various media events, including the red carpet premiere.



Actor and comedian Kumail Nanjiani stars as Kingo in Lexus' newest Marvel Studios commercial. Image courtesy of Lexus

Earlier this month, the automaker tasked Kumail Nanjiani, one of the movie's stars, with finding a safe parking spot for the new Lexus IS 500 sports sedan.

Lexus has debuted a long-form advertisement following Kingo, played by Mr. Nanjiani, as he attempts to find a place to park his vehicle before joining an epic superhero battle ([see story](#)).

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