

AUTOMOTIVE

Lexus credits drivers for inspiring the new ES

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Lexus explains how drivers inspired by the ES. Image credit: Lexus

By KATIE TAMOLA

Toyota Corp.'s Lexus is reminding consumers that the driver is at the heart of the automotive industry.

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A short film garnering excitement for the 2022 Lexus ES explains how with every vehicle made, the driver is at the forefront of the automaker's mind. By centering the consumer, Lexus continues to show its dedication and prioritization to those who purchase their vehicle and their needs.

"Toyota, which owns Lexus, is extremely customer-centric and is dedicated to improving owner satisfaction by listening to consumers," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "This ad shows that its luxury extension has the same commitment."

Inspired by drivers

The vignette opens in a Lexus workshop with a woman in a blue dress, holding a large wrench, walking determinedly towards the inner makings of a Lexus vehicle.

"This may sound strange, but you've been here before," a narrator says. "You were here when this wrench was turned, and when this line was drawn."

Lexus shows how their vehicles are "both by you and for you" in a new ad

More people fill the shop, immersed in disparate tasks. Different people work on disparate parts of the sedan, symbolizing how when Lexus vehicles are crafted by professionals, drivers are always at the forefronts of their minds.

One young woman draws an outline of the Lexus ES, a man meticulously works on the stitching of the steering wheel and another man goes into the backseat to test the vehicle's comfort.

"You inspired the new Lexus ES to be more, well, you," the narrator says.

The video then finishes off with a driver, parked, enjoying music, a woman spray-painting the coat of her Lexus red and a final shot of the consumer who started the vignette driving down a street in her finished vehicle.

The campaign ends with the narrator cleverly thanking the consumer for being an integral part of the creation process.

"So thank you, we hope you like your work," he says.



A woman helps paint the ES. Image credit: Lexus

The entire spot speaks to Lexus' commitment to comfort, reflecting Lexus' ethos which tend to revolve around more personal appeals.

"Lexus emphasizes comfort and reliability over technology and performance, which makes them unique in the luxury sedan segment that is dominated by sporty cars," Ms. Blackley said.

Marketing outside the box

It has been a year of fun and unique campaigns for Lexus, which continues to venture into the arts and entertainment spaces to intrigue consumers.

Designed by principal master builder Ron Thorn, the guitar celebrates both companies' passion for design and technology. An exclusive piece, Fender Custom Shop only released 100 units of the special guitar ([see story](#)).

The automaker also recently tasked Kumail Nanjiani, actor, comedian and star of Marvel Studios' upcoming film *Eternals*, with finding a safe parking spot for the new Lexus IS 500 sports sedan.

As the exclusive automotive partner of the new movie, Lexus has debuted a long-form advertisement following Kingo, played by Mr. Nanjiani, as he attempts to find a place to park his Lexus before joining an epic superhero battle. The upcoming blockbuster will premiere in the United States on Nov. 5 ([see story](#)).

Lexus' latest vignette is fresh, featuring a youthful cast, appealing to a younger audience in an effort to expand the vehicle's appeal.

"While the ES is Lexus' most popular sedan and its third most-popular vehicle overall, the ES buyer has historically been one of the oldest in the entire auto industry, a distinction that no brand covets," said David Undercoffler, editor in chief at [Autolist.com](#), San Francisco.

"This campaign is effective because it gives a more youthful, inclusive look at the type of people Lexus wants to present as potential owners and drivers of the ES."