

AUTOMOTIVE

## Lexus embarks on dramatic mission in upcoming sci-fi movie

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Charlie Plummer, Michael Pea and the Lexus NX in *Moonfall*. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is returning to the silver screen with a prominent product placement in a new sci-fi film.

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The 2022 Lexus NX appears in director Roland Emmerich's *Moonfall*, starring Halle Berry, Patrick Wilson, John Bradley and Michael Pea. In addition to playing a key role in the new action movie, the NX also appears in a co-branded spot as part of the Lexus x *Moonfall* campaign.

"The all-new NX represents the future of the Lexus brand, ushering in the next level of luxury," said Vinay Shahani, vice president of **Lexus** marketing, in a statement. "The NX's bold styling, intuitive technology and connected driving feel make it the perfect partner for an epic adventure."

Dark side of the moon

Arriving in U.S. theaters on Feb. 4, *Moonfall* is about the moon being knocked from its orbit around Earth, setting off a chain reaction and putting the world in jeopardy.

The "Enjoy the Ride" spot features the NX in a montage of *Moonfall* scenes, including snippets from a three-minute, high-action scene in which the character Sonny Harper, played by Charlie Plummer, drives the luxury crossover.

*The Lexus NX can be seen in the new movie Moonfall*

In another scene, Ms. Berry's character, Jo Fowler, rides in a government vehicle: the Lexus GX 460 SUV. The film also includes a scene at a Lexus dealership where Mr. Pea's character, Tom Lopez, works.

The Lexus x *Moonfall* campaign will appear across video, digital and social channels, including Reddit and YouTube. Other media partners include The Verge, IMDb and Roku.

In a 2021 cinematic effort, Lexus was the exclusive automotive partner of Marvel Studios' *Eternals*, directed by Academy Award-winning director Chlo Zhao.

For one comedic campaign, 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 ([see story](#)). Lexus and Marvel Studios also collaborated on the

design 10 concept vehicles, based on all 10 superheroes starring in the new film ([see story](#)).

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