

AUTOMOTIVE

Lexus celebrates 100 Thieves championship with commemorative NX

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The Thieves is an inherent symbol of the champions' data and movement. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is commemorating the 100 Thieves championship win of August 2021 with a new customized NX.

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The Thieves NX is highlighted in a new video, serving as the first generative artwork leveraging championship gameplay data. The one-of-a-kind vehicle not only commemorates 100 Thieves' championship win but also illustrates the team's efforts and path to triumph.

"We felt the best way to commemorate our partner's tremendous championship win was to build a one-of-a-kind Thieves NX which was inspired by the team's winning journey," said Vinay Shahani, vice president of marketing at [Lexus](#), in a statement. "The intuitive and tech-forward features of the Lexus NX make it the perfect canvas and co-conspirator for this type of creative venture."

Riding as champions

100 Thieves is a gaming organization and lifestyle brand. Lexus became its first luxury automotive partner in July 2021 ([see story](#)).

In August 2021, 100 Thieves landed its first League of Legends (LCS) Championship title. The team made history by defeating Team Liquid in a best-of-five series by a score of three games to zero.

Introducing the Thieves NX, powered by [@Lexus](#).

The first design generated by championship gameplay, on one of the most technologically advanced vehicles Lexus has ever made. pic.twitter.com/I32LjgWQ2z

100 Thieves (@100Thieves) [June 13, 2022](#)

To celebrate, Lexus has produced the marvel Thieves NX, a vehicle that symbolizes the champions' data and movement.

In creating a graphic representation of the championship win, Lexus input raw player data into a generative design tool created specifically for the Thieves NX creation process.

The team's 11 winning playoff matches are depicted in the Thieves NX through lines, nodes and curves. Every win also is outlined in red ink and lists the designated top player name.

The Thieves NX features 100 Thieves-themed embossed headrests, floor and cargo mats, puddle lamps and additional features. It also has a 14-inch touchscreen display, parking assistant with automatic braking, cloud navigation and intelligent assistant.

Matthew "Nadeshot" Haag, founder/CEO of 100 Thieves, plans to showcase the Thieves NX in Los Angeles and for fans at various events.

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