

AUTOMOTIVE

## Lexus illustrates futuristic feel, expansive capabilities for sales event

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*The Lexus UX Hybrid. Image credit: Lexus*

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Toyota Corp.'s Lexus is leaning on emotional appeals for its annual summer sales event.

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From the peaceful to the action-packed, Lexus released a series of vignettes for its Golden Opportunity Sales Event campaign. Similar to years past, the automaker is highlighting three key areas: safety, technology and performance.

"These spots do a phenomenal job of subconsciously building a story about Lexus ownership being tied to a luxury lifestyle," said Bob Erdman owner and CEO of **Bell Lexus North Scottsdale**, Arizona. "Specifically riding a cycling machine, living in a modern and beautifully furnished home, having the freedom to engage in expensive hobbies and spontaneous adventures something that appeals to all of us on some level."

### Summer lands

As the automaker often sets out to remind consumers with the summer sales event, Lexus has a lot to offer.

The short film entitled "Olfactory," opens in a picturesque field filled with flowers, mountains in the distance and a kaleidoscope of butterflies. Suddenly, two arms are stretched out, taking the expansive field in.

### *Lexus helps a driver tap into all their senses*

The shot then cuts to a woman falling off her couch wearing a VR headset, then locking eyes with her dog. She then ventures to her Lexus hybrid, which she recently charged, as its GPS technology brings her to a field where she and her dog jubilantly frolic.

This spot is an ode to the ways Lexus technology can bring consumers where they yearn to be.

Another vignette, "Yellow Jersey," opens with a man taking an online cycling class where the instructor intensely yells commands, rhetorically asking if his audience would like some more.

### *A comical spot showcasing safety*

The shot then cuts to the man now biking outdoors, pedaling up a road. Someone driving in a cobalt Lexus comes

up behind him with the vehicle's safety and brake features being activated.

The driver rolls down the window and asks the cyclist if he wants some more, a callback to her companion's intense fitness class. She then tells him she will see him at home, an emotive and endearing spot that quietly reflects Lexus' range of safety features.

"Modern Love" is the most action-packed of the series, introducing two drivers racing in a futuristic setting. As the two race in their respective Lexus vehicles, they stare longingly at each other.

The man's car suddenly vanishes and then the screen cuts to the woman sitting on her couch, wearing a headset. Then, the same man shows up outside of her home in a yellow Lexus.

#### *A futuristic feel spotlighting F Sport vehicles*

They then speed down a desert road together in the car, an ode to Lexus' vast performance capabilities and its F Sport models.

Various vehicles used in the campaign include the Lexus EWS, Lexus ES 350 and LS Hybrid, all being marketed during the summer sales event based on disparate area availability.

Very much in the game

With this year's campaign, Lexus proves its commitment to innovation and the future. The automaker has even delved into the gaming world, becoming gaming organization and lifestyle brand 100 Thieves' first luxury automotive partner in July 2021.

With gaming touches woven throughout the "Modern Love" vignette, Lexus also commemorated the 100 Thieves championship win of August 2021 with a new customized NX.

The Thieves NX is highlighted in a 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 ([see story](#)).

The Golden Opportunity Sales Event also highlighted some electric offerings, an ode to the strides it aims to make. Last year, Lexus also offered consumers a glimpse into the future in a short film highlighting its new "LF-Z Electrified" concept.

"The Future of Driving" illustrated the concept battery electric vehicle from Lexus, which intended to be a hub for driving performance, style and technology. Envisioned for realization by 2025, the concept vehicle reflects the technologically advanced and further personalized age that many believe awaits the automotive industry ([see story](#)).

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