

AUTOMOTIVE

Lexus gets educational in new series, spotlights electrification

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"Lexus explains" is a new series designed to explain questions related to modern vehicles. Image credit: Lexus UK Magazine

By AMIAH TAYLOR

Toyota Corp.'s Lexus is illuminating car concepts such as electrification with its new "Lexus explains" editorial series.

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The car manufacturer's inaugural series provides vehicle information in layman's terms for the ease of their consumer base. To date, Lexus U.K. Magazine has covered topics such as electric vehicle charging and range.

"It's a very simple concept that comes from our customer-first approach to everything we do," said James Clark, senior manager of press relations at [Lexus](#), Wantage, United Kingdom.

"In a whole number of areas we aim to provide clear, simple, jargon-free answers to questions our customers, and potential customers, often ask."

Cost breakdown

The strategy of the "Lexus explains" series could specifically appeal to buyers who are only modestly informed about electric vehicles. While 98 percent of drivers are aware of electric vehicles, a mere 30 percent are knowledgeable about them, per a 2020 survey on Consumer Interest and Knowledge of Electric Vehicles from [Consumer Report](#).

The latest segment of the series focuses on electric vehicle costs, which many prospective buyers view as a barrier to entry.

Fifty-eight percent of respondents in a Jan/Feb 2022 Battery Electric Vehicles and Low Carbon Fuel [Consumer Report](#) survey cited purchase price as the top cost-related factor that would impede them from buying an electric vehicle.

In addition, nearly one-third, 28 percent, of respondents said they wouldn't be willing to pay any more for an electric vehicle over its gas equivalent, according to 2022's Annual Electric Vehicle survey from [Autolist](#).

In "Electric vehicle costs: Lexus explains," the brand confirms that electric vehicles have a higher upfront cost.

2022 Lexus Product Showcase video

However, the Japanese manufacturer also explains that, in the long term, the cost of charging an EV's battery pack should be cheaper than refueling the tank of a gas-powered vehicle. Other advantages of owning an EV like less ongoing maintenance and tax benefits are also highlighted.

The merits of charging an EV include convenience for home charging and easy accessibility for public charging. An increasing number of employers are offering free EV charging to their workforce.

The "Lexus explains" article also makes a case for the UK-specific financial incentives for owning an EV which include access to lower emission zones, free charging, free parking, and cheaper road taxes.



An image of a blue Lexus EV. Image credit: Lexus

EV buyers in Scotland are potentially eligible for an interest-free Used Electric Vehicle Loan, which can spread repayments across up to five years.

"We are seeing all luxury car manufacturers moving into the EV market," said David Doze, founder and CEO of [Pilot PMR](#), Toronto.

"I wish I could say it is because they are focused on reducing the environmental impact of their vehicles, but I think it is where the market is headed, and they are catching up."

An electric future

Lexus in the UK has said it aims to become an all-electric brand by 2030, however, Toyota Corp. is not the only automaker shifting towards EV production.

Germany's Mercedes-Benz is also emphasizing electric mobility ([see story](#)). The automotive company has also pledged to become fully electric by 2030 ([see story](#)).

As more carmakers begin to join the electrification trend, unique advertising approaches will continue to be seen. Whether it's BMW using Coldplay to provide a soundtrack for their electric car campaign ([see story](#)) or Audi modernizing Santa's famous sleigh ([see story](#)).

"More environmentally-conscious car ownership is not a new thing to us," Mr. Clark said. "In the U.K., Lexus is a leader in electrified vehicle technology."

"The vast majority of all Lexus sales here have been hybrid for many years."