

AUTOMOTIVE

Lexus goes Wakandan in new Marvel collaboration film

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An image of Black Panthers actress, Danai Gurira. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s **Lexus** has debuted its first ever battery electric vehicle in a long form campaign video, "An Electric Future," which will premiere in the near future.

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In addition to debuting a new climate friendly car model, the all-electric 2023 Lexus RZ 450e is the luxury carmaker's latest theatrical collaboration with the Marvel franchise. While "Black Panther: Wakanda Forever" won't be in theaters until Nov. 11, the teaser trailer for the Lexus and Marvel Studios film "An Electric Future" was released on Oct. 1.

"The power, elegance, and future-forward vision of the Lexus brand aligns perfectly with the Black Panther franchise," said Mindy Hamilton, senior vice president of global partnership marketing at The Walt Disney Company.

"We couldn't be happier to team up with Lexus once again to bring an action-packed story and supporting 360 campaign to life," she said.

An adventurous ride

The marketing campaign marks Lexus' third collaboration with a Marvel Studios property.

The commercial was directed by Anthony Leonardi III, an award-winning, fourth-generation filmmaker who has previous experience working with both Marvel and Lexus. Mr. Leonardi was involved with Marvel Studios' "Avengers: Endgame" and the Lexus "Parking Spot" ad in support of Marvel Studios "Eternals."

A behind the scenes look at the Lexus "An Electric Future" campaign video

From the perspective of Mr. Leonardi, the car is the hero and protagonist of the Marvel Studios and Lexus spot. The collaboration video is set in the Marvel Cinematic Universe with members of Wakanda's all-female Royal Guard, the Dora Milaje, gracefully navigate pursuers in the Lexus RZ.

This latest offering from the luxury automaker's electrified vehicle portfolio is available for pre-order on the Lexus website and sports Direct 4 all-wheel drive and 312 total system horsepower.

Electrification is not a new concept to Lexus, and the luxury automobile purveyor has elaborated on the concept through its "Lexus Explains," editorial series ([see story](#)).

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