

AUTOMOTIVE

Lexus goes off the beaten path for 2023 RX campaign debut

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"Never Lose Your Edge" taps influential figures across fashion, sports, fitness and culinary to promote the latest edition of its bestselling model. Image courtesy of Lexus

By AMIRAH KEATON

Toyota Corp.'s Lexus is challenging the status quo for high-end SUVs with a multi-part marketing effort for the all-new version of one of its best-selling vehicles.

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The automaker wants audiences to take the road less traveled, as denoted in a message emblematic of the nature of its newest ride, the Lexus 2023 RX. The luxury car company is rolling out its latest launch with a multi-part marketing effort, spotlighting 27 personalities and influencers across fashion, sports, fitness and culinary, all united by the campaign's tag.

"'Never Lose Your Edge' represents our relentless pursuit to improve the RX with each generation, while also reflecting the hardworking, successful and thoughtful RX driver," said Vinay Shahani, vice president of marketing at [Lexus](#), in a statement.

"The diverse and multifaceted campaign strategy is designed to highlight the vehicle's bold design, intuitive technology, and performance-driven electrification through thoughtful activations and collaborations that allow us to connect directly with RX drivers."

Redefining crossover conventions

Rooted in a drive to improve endemic to its core values, Lexus brings the spirit of optimization to a wide range of potential customers.

The campaign is inclusive of demographic-specific digital films, from the campaign's main asset, a general market video modeled after the adventure-ridden ethos of "The Wizard of Oz," to content for consumers of color, and members of the LGBTQ+ and multinational communities.

A contemporary mock-movie cast follow the yellow brick road to the tune of Andrew Lloyd Weber's instantly-recognizable musical score in the brand's latest concept.

"The Lexus RX: Unfollow | Lexus", the automaker's main campaign video

"Follow the Yellow Brick Road" from the iconic film's soundtrack

Lexus' newest model features an exterior transformation – _____ – as well as _____, _____ and _____.

Features are highlighted in _____, another video

Additionally, Lexus has commissioned five custom media programs with partners like [DESCRIPTOR] Amazon Ads and Whole Foods Market, [DESCRIPTOR] Spartan Race and [DESCRIPTOR] Well + Good. "Never Lose Your Edge" partners _____.

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