

AUTOMOTIVE

Lexus showcases wide range of EV selects with new ad spot

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"Lexus Electrified" highlights the possibilities of an electric future. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is reimagining the versatility of electric vehicles through its newest campaign and video.

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The all-new RZ model shines in an ad spot showcasing the automaker's hybrid selections. Both flexibility and heightened consumer experience are on full display in the "**Lexus Electrified**" showcase.

"When it comes to our guests' mobility needs, we know that one size does not fit all," said Vinay Shahani, vice president of marketing at **Lexus**, in a statement.

"That's why we created an electrified driving experience with a variety of powertrains that can cater to and elevate any lifestyle," Mr. Shahani said. "With sophisticated style, impeccable craftsmanship and the support of our amazing nationwide dealer network, our electrified vehicles deliver an immersive luxury experience, inspired by our guests."

Driving forward

It appears highlighting the humanity behind electricity is the aim of Lexus' latest campaign.

The brand's video shows people interacting with electric models in their everyday lives through sports, music and more. The digital drop is centered on connection, showing colorful wires connecting the activities of a particularly active cast.

Introducing: Lexus. Electrified.

The brand outlines its sources of inspiration, drawn from and powered by the energy to be found amid its consumers' active lifestyles. "Lexus Electrified" seems to suggest that the transition in energy source is only natural, as its drivers are already living electric lives. The automaker signals that their needs are just as central to the EV design process as that of other vehicles.

Backed by a range of plug-ins, hybrid electric and battery electric vehicles, Lexus' future-forward campaign helps promote a variety of carbon-neutral options, a befitting choice, considering the company has committed to offering an all-electric fleet by 2035.

Many local governing bodies have honed in on the year with legislative updates banning gas-powered vehicles ([see story](#)). Through this lens, Lexus' marketing efforts are of note, striking as true-to-brand the company holds the title of the world's first manufacturer to release a luxury hybrid SUV, its RX 400h model, back in 2005.



The campaign video shows just how involved humans are in electricity now, making the shift in nature. Image credit: Lexus

"Lexus Electrified" is executed in collaboration with The Atlantic, part of a live reporting series on societal improvements that are creating a more inclusive future, titled "Progress." EVs from Lexus are among the innovations highlighted.

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