

AUTOMOTIVE

# Lexus heads to Twitch for music-fueled tribute

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*The automaker is promoting a collaboration with Icelandic singer-songwriter Laufey and has created a custom electric vehicle inspired by Mr. Davis' iconic compositions. Image courtesy of Lexus*

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By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is participating in a musical event honoring American jazz pioneer Miles Davis.

Titled "100 Miles," the one-night performance will stream March 27 on global livestreaming platform Twitch, marking the centennial year of the legendary artist's birth. For this, Lexus is promoting a collaboration with Icelandic singer-songwriter Laufey and has created a custom electric vehicle inspired by Mr. Davis' iconic compositions.

"Our collaboration with Laufey is about celebrating jazz, inspiring creativity, and giving fans an unforgettable experience," said Sara Lara, senior manager of marketing at [Lexus](#), in a statement.

"We're blending heritage, artistry and innovation, much like jazz itself."

## **Music meets mobility**

The performance will feature selections from Ms. Laufey's catalog alongside new material, including the debut of her lyrical interpretation of "Blue In Green," the instrumental composition originally recorded by Mr. Davis for the landmark album "Kind of Blue."

Designed as an immersive moment for fans, the event marks the first performance on Ms. Laufey's newly launched Twitch channel. The track will also be released as an exclusive recording on Amazon Music the same day as the livestream.

"Miles Davis understood the roots of jazz and then reinvented it," said Laufey, in a statement.

"That spirit of honoring the past while moving it forward is what makes this tribute so meaningful," she said. "Partnering with Lexus to bring this celebration to life felt natural."

"They get how creativity and innovation can move people, just like music does."

*The musical event streams live on Twitch on Friday, March 27, at 9 PM EST*

In addition to the performance, Lexus will unveil a custom electric vehicle. The one-of-one model, called the "Blue In Green Edition RZ," takes visual cues from Mr. Davis' music.

The reveal aligns with Lexus' broader "The Standard of Amazing: Electricity at Its Finest" campaign ([see story](#)), which highlights the automaker's electrified lineup.

"Laufey's performance on Twitch alongside Lexus is the kind of unique, live moment our community loves," said Kate McCagg, global head of the Twitch Brand Partnership Studio and Brand Innovation Lab, in a statement.

"We're excited to bring this tribute to Miles Davis to a global live audience," Ms. McCagg said. "It's a perfect example of why music streams on Twitch continue to grow in popularity.

"Fans want to experience great performances like this one together, and we're thrilled to make that possible."

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