

Lexus Showcases Performance Born from Refinement

April 01, 2019

Image not found or type unknown



PLANO, Texas (April 1, 2019) — Lexus unveils a new marketing campaign today for its updated line of RC coupes including the all-new 2020 RC F Track Edition, a limited-production model that blends Lexus' tradition of luxury with a new level of performance. The new coupes feature numerous engineering updates, making them some of the lightest, fastest, and most dynamic vehicles produced by Lexus, all the while maintaining the comfort and sophistication integral to the brand. Two spots, "One Track Mind," and "Fast" begin airing nationally today.

"Since its inception, Lexus has challenged convention. We redefined sophistication, technology, and craftsmanship in the luxury segment, and we're doing it again by redefining performance without losing sight of those key tenets," said Lisa Materazzo, Lexus vice president of marketing. "Lexus' legacy was not born on the racetrack, but – as the ads highlight – these coupes are built for speed."

"**One Track Mind**", the hero spot of the campaign, features slot cars racing around a track. The cars, nondescript sports coupes, go around and around in their designated slots. Some outpace others, but they all remain on track. Suddenly, an engine roars, and the RC F Track Edition enters the race, deftly weaving in and out of the slot cars and disrupting the status quo. A voiceover chimes in, "Introducing freedom from the bounds of convention." The narrator continues to describe key attributes of the vehicle, including its zero-to-60 time of 3.96 seconds. With that the RC F Track Edition takes a dramatic turn off the track towards its own road, where it's joined by the Lexus RC F, and the two coupes take off into the sunset. The second spot, "Fast," opens on an old jet car that's quick but choppy as it speeds along a straight road. The narrator poses the question "... is fast enough?" and cuts to footage of the Lexus RC smoothly navigating city streets.

The ads begin running nationally during primetime, cable, and late-night programming today, and will be featured during high-profile sporting events including the March Madness Final Four and NCAA Division 1 Men's Championship game, the Indy 500, NBA playoffs, and NHL Stanley Cup playoffs.

Beyond the Spots

To further support the campaign, Lexus collaborated with top media partners for some compelling initiatives:

- Wired will host a series of interactive videos produced by Satellite Lab to take an in-depth look at key features of the RC Track Edition.
- GQ viewers can join a virtual all-access city tour at the helm of the RC.
- MotorTrend will present a unique viewing experience wherein spectators can get in the driver's seat with Lexus pro drivers Scott Pruett and Jack Hawksworth.
- 0 – 60, Lexus' exhilarating web series hosted by Cassiuslife, returns for season three and promises to deliver action packed excitement, celebrity guests, and fun antics, in support of the F performance line including the RC F Track Edition.

The 2019 Lexus RC and 2020 Lexus RC F are now available in dealerships nationwide, and a limited supply of the RC F Track Edition will be available starting in April, 2019. For more information click [here](#).