

New Lexus "Fast as h" Campaign Clears the Air About Hybrid Performance

May 01, 2018

Image not found or type unknown



PLANO, Texas (May 1, 2018) — Lexus announced today a new national marketing campaign to prove that choosing a hybrid doesn't mean making compromises. Coined "Fast as h," the marketing campaign showcases the full hybrid lineup's impressive performance and new lower pricing.

"Our recent consumer research revealed that the greatest barriers to hybrid sales are perceptual," said Cooper Ericksen, Lexus vice president of marketing. "People believe if they choose a hybrid, they have to compromise on performance, value or styling. The new campaign seeks to prove that hybrids are the very best versions of our vehicles."

The 30-second TV spot, "Cloudy with a Chance of Truth," can be viewed [here](#). In it, a LC 500h performance coupe maneuvers through an empty gallery space, as it literally and figuratively clears clouds of doubt about hybrid performance. The voiceover states, "Of course a Lexus is powerful. But if you had any lingering doubts about the acceleration, horsepower and all-around performance of a Lexus hybrid, this should clear the air. When Lexus crafts hybrids, the result is fast as h. Now comparably priced to the rest of the lineup."

"We use Lexus' legendary craftsmanship to engineer high-performance hybrids, and we now offer them at a comparable price to gas models," Ericksen added. "Not just for the eco-conscious, Lexus hybrids offer performance, luxury and the added benefits of hybrid."

While alternative fuel vehicles offer future benefits, such as helping the environment and cost-savings, Lexus hybrids also provide exhilarating experiences. Lexus hybrids boast compelling initial acceleration; better gas mileage and a longer range; and a smoother, quieter ride. They offer uncompromised styling and performance, plus higher-fuel efficiency and lower emissions.

The new TV spot will air during network and cable sports, including: the NHL playoffs and the U.S. Open, in addition to prime time slots, the TV spot will air during late night and cable programming. Additional elements of the "Fast as h" campaign include: digital and social; print ads in consumer and enthusiast titles, such as *Food & Wine* and *Wired*; out of home, including: the Times Square digital billboard, point-of-sale and in-cinema.

More details on the hybrid lineup are available at <http://www.lexus.com/hybrid/>.