

# Third Row is the Charm with the All-New Lexus RX 350L

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PLANO, Texas (Jan. 10, 2018) – To debut the all-new, three-row 2018 RX 350L and RX 450hL, Lexus has developed a comprehensive marketing campaign to highlight the luxury, flexibility and logistical liberty that three rows can offer. Available in six- or seven-passenger capabilities, the new RXL models will retain the RX’s sophisticated features while providing more room for the unexpected.

“The RX has been the top-selling luxury utility vehicle in the U.S. for more than 20 years, and we’re excited to offer the next evolution of the iconic crossover in two flavors: the V-6 RX 350L and the powerful multistage RX 450h,” said Cooper Ericksen, Lexus vice president of marketing. “The RXL marketing campaign is targeted at the modern family who values the luxury of space and flexibility for whatever life throws at them.”

“Emily,” a general market TV spot, will begin airing nationally on Jan. 13, 2018. The spot highlights the versatility of three rows by featuring a young family in everyday scenarios, such as driving their little girl and several friends to a birthday party, loading in all the dogs and having enough room for all their daughter’s stuffed animals. Emily, who appears to be an only child, explains that while her parents think their new car is for them – it’s actually hers. At the end of the spot, the pregnant mom asks her daughter if she’s excited for her new baby sister to come home, and the camera catches an astonished look on Emily’s face with the voiceover explaining that you can experience space for the unexpected with the new Lexus RXL.

The integrated campaign will appear nationally and regionally on broadcast, digital, print, out-of-home media and radio. The television spot will air during prime time, cable, late night and sports programming on networks like CBS, HGTV, ESPN, Golf Channel and during the 2018 Winter Olympics on NBC. The RXL will have digital presence on major automotive sites, including MSN Autos, Cars.com, Edmunds and more. Full-page color print ads of the RXL that note “Third Row is the Charm” will run in high-end business, lifestyle, travel and automobile publications, such as *Fortune*, *Real Simple*, *Vanity Fair*, and *Conde Nast Traveler*. Lexus has strategically placed out-of-home billboards in 12 major U.S. markets, including high-profile media placements in Times Square and at Capital One Arena. Radio will run on national and local levels and a targeted social media campaign will launch in the coming weeks.

Multicultural elements will further the reach of the campaign. Adaptions and translations of the general market spots will target the Asian-American audiences while new creative will be developed for Hispanic and Black markets, including two TV spots titled “Más juntos, menos revueltos,” “The world is your oyster” and an online video for the LGBTQ market, titled “Never enough.”

The national general market spot can be viewed [here](#). Photos and more information about the RX 350L and 450hL can be found [here](#). The RX 350L will be on sale in dealerships on Jan. 16, 2018 with a starting MSRP at \$47,670\* (FWD) and \$49,070\* (AWD). For more information, visit <http://www.lexus.com/models/RX>.

*\*MSRP does not include a delivery, processing and handling fee of \$995.*