

Lexus Shatters Limits with First-Ever RC Coupe and RC F Performance Coupe

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TORRANCE, Calif. (Nov. 3, 2014) — To announce the first-ever RC 350 sport coupe and RC F performance coupe, Lexus today launches a comprehensive marketing campaign that showcases the vehicles across a variety of media platforms. The RC/RC F marketing campaign mirrors the story of the coupe itself—which was built from a blank canvas, unconstrained by existing designs and convention—and is centered on the theme of shattering limits.

“The RC and RC F highlight Lexus’ continued progress in engineering vehicles that push boundaries in both design and performance,” said Brian Smith, Lexus vice president of marketing. “This marketing campaign visually represents the goal of breaking barriers and speaks to adventurous consumers who are looking for the next big thing.”

Two general market TV spots begin airing today, each tailored to one of the distinct new models.

“Face Off” introduces the RC 350 sport coupe and tells the story of a man, played by actor Wes Bentley, who happens upon a coupe unlike any he has seen before. Walking with purpose, he enters a dark warehouse and encounters the RC; he instantly has a visceral connection with the coupe. The man clicks his key fob, unleashing the power of the vehicle, and illuminated light bulbs burst throughout the space. The two are united through the same spirit of adventure, and he gets in the car and peels out of the warehouse.

“No Limits” was inspired by the RC F reveal video, featured at the 2014 North American International Auto Show. Shots of the RC F rounding turns on a racetrack are intercut with shots of athletes viscerally defying limits with their bodies. It draws a parallel between the groundbreaking engineering behind the Lexus coupe and the powerful athleticism it takes to break performance barriers.

Utilizing existing footage of the general market spots, three additional RC F commercials geared toward multicultural audiences will also air at launch.

“Flex Your Drive” is tailored for the black audience and draws a connection between the strength, power and exhilaration of performing one’s best and driving the all-new RC F. It speaks to the confidence of this consumer in their present and future successes, and acknowledges a deep appreciation for all it takes to shatter limits and create something as groundbreaking as the RC F.

“Shatter” is geared toward the LGBT consumer and shows how the RC F breaks through barriers by standing out from the crowd. Focusing on bold styling and powerful performance, the progress both the brand and the audience has made.

“Control Power” targets the Latino auto enthusiast and highlights the performance aspect of the RC F. Images of other impressive machines allude to the similar power of the 467-horsepower RC F. The spot speaks to consumers up for the challenge of controlling true power. All spots end with a voiceover that states, “Once driven, there’s no going back.”

The ads will air during prime time, late night, cable and network television and cable sports. Notable sports properties include multiplatform ownerships within the Thursday Night

Football Halftime Show on CBS and NFL Network, NHL First Intermission Halftime Report, NCAA Football Halftime Show on ESPN and DirecTV NFL Sunday Ticket. Additional broadcast highlights include FS1 “Shut Up and Drive,” a branded content series, and a first-to-market CNNgo exclusive launch partnership, a TV Everywhere experience.

To create a truly integrated campaign, the RC visual language will extend through supporting print, digital and out-of-home media elements. The print campaign will be featured in titles such as *Fast Company*, *Wired* and *Motor Trend*, and will appear in *GQ*’s “Men of the Year” issue.

In addition to heavy digital presence through paid media and high-traffic websites, online content partnerships include a custom Lexus RC Flipboard magazine, which will curate original Lexus content with content from publishing partners such as *Esquire* and *Bon Appétit*. A partnership with Engadget and AOL called “Your Brain on the RC F” will demonstrate the science and technology behind the adrenaline rush associated with driving the RC F. Lexus will also be one of the first advertisers to run targeted video ads on Tumblr. Key out-of-home elements include Lexus Design Disrupted—a live, technology-meets-fashion event that took place during this year’s New York Fashion Week—full-motion video boards at DC Gallery Place, and digital boards in New York City’s Times Square. Additionally, RC F creative elements will run in cinema beginning Nov. 7.

The RC spot, directed by music video director Sophie Muller and featuring music by British electronic act UNKLE, will also have a “making of” video of additional content. This video and the spots themselves are available for viewing at youtube.com/Lexus. A series of short-form teasers will also be available for viewing on Lexus social channels.