

# Lexus Revs Up Instagram Launch with Performance- and Design-Inspired Content

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TORRANCE, Calif. (July 9, 2013) – In a unique partnership with the trusted auto experts of Motor Trend and art and design authority ArrestedMotion.com, [Lexus](#) outfitted respective editors with the first of [Kogeto](#)'s "Joey™" panoramic cameras to showcase the performance and stunning design of the 2014 Lexus IS. The fully immersive images and video are now starting to roll out on Instagram, Lexus' newest social media channel ( [Instagram.com/LexusUSA](#)).

"Lexus vehicles have new, innovative technology and bold designs and that spirit is driving new, bold partnerships, as well," said Brian Smith, vice president of marketing for Lexus. "The creativity and technology of the Joey images on our Instagram channel will encourage design- and performance-attuned car buyers to see the 2014 Lexus IS from a new perspective."

The 2014 IS sedan, which just launched, features a new design, engaging driving dynamics, innovative technology and increased interior and cargo room. These characteristics are further enhanced by the carefully chosen partnerships with ArrestedMotion.com and Motor Trend.

The Motor Trend team headed to the track to push the 2014 Lexus IS to the limits. Some of the high-performance action was captured using the Kogeto camera technology, and assets will be featured on the respective Facebook and Instagram pages of Source Interlink Media brands, Motor Trend, Super Street, Modified and Import Tuner. Photos and 15-second video cutdowns will be chosen from this footage by Lexus and also posted once per day on Instagram.

Tanley Wong of ArrestedMotion.com, part of the Complex Media platform, visited a variety of inspiring design spots throughout Los Angeles with a Joey-equipped 2014 IS where he showcased the site's eye for design. Photos and 15-second video cutdowns will be chosen from this footage by Lexus with one image or video uploaded per day to the [LexusUSA Instagram page](#).

The latest camera offering from Kogeto, which invented consumer panoramic capture, Joey brings the power of professional quality 360-degree video capture to the aspiring consumer. The Joey's standalone camera system will be available to consumers in two models. The portable model will feature the iCONIC optic found in Dot while the Joey Pro will include the professional level optical system found in Kogeto's Lucy S camera.

"We're excited to utilize our Joey high-resolution panoramic capture gear to feature the amazing design and engineering work of a global brand like Lexus," said Jeff Glasse, founder and CEO of Kogeto.

Following the Motor Trend and ArrestedMotion.com design partnerships, Lexus will further express the performance and design of the Lexus IS through a unique Instagram compilation. Lexus fans and drivers captured hundreds of Instagram pictures of 2014 Lexus IS F SPORT in action at a recent Lexus driving event. The motion-captured images will be digitally stitched together later in July to create a crowd-sourced activation, called Instafilm, using Instagram.