

Lexus Throws Sports Illustrated Swimsuit a Curve

February 14, 2012

TORRANCE, Calif. (Feb. 14, 2012)—Admiring the curves of a *Sports Illustrated Swimsuit* model is one thing, but actually driving it—that’s something only Lexus and its all-new 2013 GS sport sedan could do with style. As the Official Automotive Marketing partner of the *Sports Illustrated Swimsuit* property, Lexus created a multi-faceted campaign called TORI 500, showcasing an actual racetrack the automaker created in the shape of *Sports Illustrated Swimsuit* model Tori Praver’s body.

Campaign elements include:

- **iOS app**—Available at Lexus.com/tori500 and iTunes, SUPERMODELED is a camera app allowing people to place the swimsuit model into their own photos with the click of a button.
- **Behind-The-Scenes Video**—Two of the world’s best professional drivers, race car driver Scott Pruett and stunt driver Greg Tracy, compete on the TORI 500 track (to see who wins a victory lap with Tori in the passenger seat, visit: Lexus.com/tori500 or youtube.com/lexus).
- **Print and Online Components**—Executions include a four-page spread in the Feb. 14 Sports Illustrated Swimsuit issue and custom tablet integrations featured on iPad, Samsung Galaxy, Xoom and Nook.
- **Launch Week Events**—Lexus will participate in the marquee New York launch event and SI’s two Las Vegas events, SI Swimsuit On Location and Club SI Swimsuit. Additionally, the automaker is the exclusive presenting sponsor of the first-ever, two-day Beauties & Beats Music Festival, happening at The Cosmopolitan of Las Vegas, Feb. 15 -16.

“What better way to help introduce the bold new face of Lexus—the all-new GS—than with a bold new campaign featuring a *Sports Illustrated Swimsuit* model?” said Brian Smith, Lexus vice president of marketing. “With the new GS, there’s no going back for Lexus. Instead of just looking at the pictures, consumers can share in the fun through our many campaign components, including having Tori appear in their own photos.”