

Lexus GS Takes on Curves of SI Swimsuit Model Tori Prayer with TORI 500 Racing Game App

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TORRANCE, Calif. (Feb. 16, 2012)—What do you get when you cross a *Sports Illustrated Swimsuit* model with a hot new sports car? One cool app. Lexus and *Sports Illustrated Swimsuit* have fans revving their engines with the release of Lexus' new TORI 500 racing app, available at Lexus.com/tori500 and iTunes.

The app brings to life an actual racetrack the automaker created in the shape of *Sports Illustrated Swimsuit* model Tori Prayer's body. Players of the TORI 500 game get to see what it's like to race the all-new 2013 Lexus GS sport sedan around a larger-than-life, 3-D image of the supermodel.

The game is part of a multi-faceted print and online campaign supporting Lexus' role as the Official Automotive Marketing Partner of *SI Swimsuit* and launch week. The Lexus team began by photographing Tori—being sure to capitalize on her curves—in poses that mimicked the angles and curvature of a true racetrack. The images of Prayer were then photomapped and used to design the racetrack with the digitized version providing the game environment for the iOS application.

From there, a live 1-to-1200 inch scale track was created and two of the world's best professional drivers, racecar driver Scott Pruett and stunt driver Greg Tracy, competed to post the best time and win a victory lap with Tori. A behind-the-scenes video of both the photo shoot and the race is available at Lexus.com/tori500.

Additional elements of Lexus' *SI Swimsuit* partnership include:

- **SUPERMODELED**—A camera app allowing people to place the swimsuit model into their own photos with the click of a button (also available at Lexus.com/tori500 and iTunes)
- **Print and Online Components**—Executions include a four-page spread in the *Sports Illustrated Swimsuit* issue and custom tablet integrations featured on iPad, Samsung Galaxy, Xoom and Nook.
- **Launch Week Events**—Lexus participation 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.