

The CT Remixed

April 12, 2011

TORRANCE, Calif. (April 12, 2011)— As part of its multifaceted advertising and media campaign for the new CT 200h, Lexus is debuting the CT Remix program, designed to introduce the CT to people who are inspired by music in their daily lives. As the most fuel-efficient luxury vehicle, the CT 200h defies preconceived notions of what a hybrid can be. With its sleek design, dynamic handling, and four power modes, the CT is a unique luxury vehicle that appeals to a new audience.

“One of the key goals was to reach young consumers with a soundtrack that would resonate with their musical tastes,” said Dave Nordstrom, Lexus vice president of marketing. “We reached out to the top writers, producers and remixers in the industry and asked them for music that reflects what is happening in today’s musical scene.”

The goal of the CT Remix program is to allow consumers to embrace the music of the CT campaign with ringtones and music downloads from some of the nation’s most notable DJs and/or producers such as GRAMMY® award winning producer Alex Da Kid (Eminem), LA Riots (Lady Gaga), Dave Aude (Rihanna), Bones Domingo, DJ Nesty (Don Omar) and Derek Bramble (David Bowie).

“This was the first time a company has ever reached out to me to create something unique that would support their advertising, and I wanted to produce something that was a bit more in your face, more aggressive,” said Bramble of the direction he took with his remix. “I really wanted the track to pop and jump off the screen.”

At the foundation of the CT Remix initiative lives the music that is featured in each of the four campaign commercials titled, **Challenge (Alex Da Kid)**, **Forge (Bones Domingo)**, **Escape (Derek Bramble)** and **Details (DJ Nesty)**.

“I was excited to be a part of the project, because I felt like Lexus was undergoing a transformation,” explained Nesty. “I thought to myself, I need to be a part of this revolución. And, when they offered me the chance to be a part of the remix project, I knew this was the icing on the cake. I’m in!”

Each piece of original music was created by relevant DJs/producers for Lexus’ audience, while bringing to life the CT’s unconventional and uncompromising qualities. In keeping with this strategy, the CT Remix called for these original tracks to then be remixed by the likes of LA Riots, Dave Aude, Dummy Boy Rick and Bones Domingo, who created a track featuring lyrics by rapper Najee.

“There are so many talented people on this project, and I really applaud Lexus for taking such big risks – it obviously paid off,” said famed producer Bones Domingo. “I don’t think I had ever thought of Lexus in that way before this campaign.”

The CT Remix program is as fully integrated as the entire marketing campaign itself. Each remixed track will be distributed to world renowned Dance DJs to further reach the CT audience where they live; these DJs will be serviced via specially designed USB sticks, hand to hand promotion and MP3s. In addition to this element, there will be experiential, digital, social and PR extensions to the CT Remix program. All of the tracks will be packaged and made available on iTunes, Amazon mp3, Zoon, emusic, thumbplay and Nokia, among others.

“2011 is the biggest year for dance music,” said Aude, a veteran DJ and Remixer for the likes of Lady Gaga. “It’s great to see a luxury brand that is tapping into the very pulse of what is going on in America right now. I’m

proud to have worked on such a breakthrough project.”

For more information on the CT Remix program visit: www.lexusctremix.com