

# Why Predict the Future When You Can Invent It?

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TORRANCE, Calif. (June 13, 2011)—The scene is set. Hundreds of glass beakers are stacked one on top of the next, containing every imaginable fuel source—from hydrogen to ethanol, natural gas and algae oil—to form a larger-than-life wall. Suddenly, a Lexus LS 600h approaches, accelerates and shatters the wall, creating a kaleidoscope of glass and liquids. The voice-over states: “Lexus Hybrid Drive technology is designed to

optimize any fuel source on the planet, even those we don't know about yet.”

In a new marketing campaign debuting today, Lexus delivers on the promise to go beyond predicting the future to inventing it—to transcend from amazing engineering to “Engineering Amazing.”

“This isn't just a campaign, it's a statement that, for Lexus, the best is yet to come,” says Dave Nordstrom, vice president of marketing for Lexus. “It's not about simply making incremental strides and improvements, but about taking giant leaps in innovation.”

“The first evidence of this,” Nordstrom notes, “came with the recent unveiling of our LF-Gh hybrid concept car.” The vehicle, which made its global debut at the New York Auto Show, represents an entirely new design approach for Lexus—one that is bold, aggressive and evolved.

## **Changing the Conversation**

Titled “Engineering Amazing,” the new campaign demonstrates how Lexus engineering goes beyond solutions that simply improve things to solutions that change the conversation. We see how using extreme foresight and anticipation produces technology that will be relevant not just today but 10, 20, or even 30, years from now. The commercials feature different stories of innovation—from developing hybrid technology that will maximize almost any fuel source on the planet to testing the most unpredictable variable in the vehicles – the driver.

The first, titled “Wall,” illustrates how Lexus has designed technology that will work with whatever the future holds. As previously described, a Lexus LS 600h hybrid breaks through a wall of stacked beakers representing possible future fuel sources, “Because when you pursue perfection, you don't just engineer a future-proof hybrid system, you engineer amazing.” While other manufacturers are discussing the future of alternative energy, Lexus has already engineered hybrid technology that will optimize any future fuel source.

In the second spot, “Reactions,” Lexus offers a deeper look at the advanced Lexus Driving Simulator. The spot focuses on a driver behind the wheel of an LS. As he is driving, he encounters dangerous scenarios that happen on the road each day—from someone changing lanes suddenly without warning to distracted driving and sleep deprivation. As each situation occurs, a set of hands reacts to create an artistic visual of the human response. The camera pulls back and we see that he is not actually driving an LS, but participating in testing in the Simulator. The voice-over states, “When you pursue perfection, you don't just engineer the world's most advanced driving simulator. You engineer amazing.”

## **Signaling Change**

The new campaign also kicks off a new look and feel for Lexus advertising and consumer communications. Signaling the automaker's future-forward evolution, marketing designs are more emotional and exuberant, using strong colors and rich photography. The print and digital creative feature a dynamic new headline style and the broadcast work utilizes cinematic and experiential music to elevate the commercials. Additionally, to showcase the vehicle design, dramatic angles and lighting sculpt the sheet metal with light and contrast and find interest in every curve, combining the classic qualities of Lexus with a new vigor and passion.

The campaign will run through January 2012, with the first spot, “Wall,” breaking today and “Reactions” debuting on June 16. The commercials will air on cable, cable prime, cable sports and full episode players on ABC, NBC, CBS, FOX and Hulu. Lexus will also be the exclusive automotive sponsor of the USGA U.S. Open and will have sports presence on NBC Sports and Golf Channel, including an “Innovations of the Game” feature on ESPN and ESPN2 and a Major League Baseball All Star Game feature that highlights new technology. They will also be available with behind-the-scenes videos on [lexus.com/engineeringamazing](http://lexus.com/engineeringamazing) and

[YouTube.com/lexusvehicles](https://www.youtube.com/lexusvehicles). Print partners include *Food & Wine*, *Playbill*, *Sports Illustrated*, *Vogue*, *GOOD* and *National Geographic*. Lexus is also running creative with The Daily Beast, Facebook, MSNBC Digital Network, Pandora, Pulse newsreader application and Twitter. Out-of-home billboards will appear on 28 permanent boards in 11 markets and Lexus will take over D.C. Gallery Place with three digital units, including a wallscape and three branded kiosks. Consumers will be able to access the Lexus.com website through a touchscreen on the kiosks for vehicle information or to schedule a visit to their local dealer.

For more information on how Lexus is engineering amazing, visit [www.lexus.com/engineeringamazing](http://www.lexus.com/engineeringamazing). Lexus is also inviting consumers to participate in a Tweet Chat with Dave Nordstrom, Lexus Vice President of Marketing. Follow the conversation or submit questions on Twitter (@Lexus) on Thursday, June 16 from 11:30 a.m. -12:30 p.m. PT.