

Lexus Puts Gamers in the Driver's Seat

February 18, 2021



PLANO, Texas (Feb. 18, 2021) – Gamers, start your engines. Lexus is unveiling the Gamers' IS, the first vehicle designed by and for the Twitch community as the ultimate gaming space. In a livestream hosted by popular streamer Fuslie, last month, more than 554,000 unique viewers watched and weighed in on their favorite features. They voted on modifications ranging from the gaming-themed exterior wrap to the custom controller to their “game fuel” beverage of choice. Lexus then worked with the fabrication experts at SCPS to bring the custom, crowdsourced car to life as a totally immersive gaming vehicle.

“The Twitch community dives headfirst into their passion of gaming, just as we did in designing the new 2021 Lexus IS as a pure expression of a sports sedan,” said Vinay Shahani, vice president of marketing at Lexus. “We asked for their help designing their dream gaming space, and they answered in spades. Together, we created the ultimate fusion of design and performance in automotive and gaming.”

The exterior of the Gamers' IS, a modified Lexus IS 350 F Sport, is adorned with the “Infiltrate” design custom vinyl wrap, as chosen by 48 percent of voters in the Twitch poll. This look exudes a technical, interface-driven, HUD-centric design territory reminiscent of first-person gaming, black ops and reconnaissance.

For the interior, more than half (55 percent) of Twitch voters selected the “Neon Tokyo” style featuring an electrified, neuron-exploding Japanese pop art aesthetic. The ceiling of the cab is decked out with a clear layer

of acrylic embedded with resin “raindrops” all backlit with programmable RGB LED lights, giving off the effect of driving under the lights of downtown Tokyo at night in a light rain. Behind the rear seats, LED panels project programmable content onto the rear window, creating an animated backdrop. SCPS included many custom upholstery elements into the design of the Gamers’ IS interior. Smart Tint on the windows dims the cabin for gameplay.

A custom-built gaming PC with an MSI Gaming GeForce GPU + AMD CPU is installed in the vehicle’s trunk. It has sleek custom housing, all highlighted by programmable RGB LED’s. A fog machine and automated RGB lasers were installed for maximum reveal effect.

In the passenger’s side is a fully integrated gaming system complete with haptic feedback in the seat and a high-def, fully positional curved monitor. The curved monitor was chosen over a flat one by nearly two-thirds (64 percent) of Twitch voters. The system features a retractable keyboard and mouse platform, and a one-of-a-kind 3D printed game controller. Nearly half (42 percent) of voters chose the “Cyber” design for the controller, featuring a metallic space gray and dark teal with neon accents.

Filling the six-drink center console cooler is the community’s “game fuel” of choice—coffee drinks—as selected by nearly two-thirds (61 percent) of voters. The entire vehicle is custom wired, including all the electronics and programmable lighting.

Walker Jacobs, Chief Revenue Officer at Twitch said, “Lexus has effectively leaned into the community and connectivity that define Twitch. Our viewers crave being a part of the action, and through this collaboration, we were able to create a truly immersive experience that celebrates their passion for gaming. The result is a first-of-its-kind gaming vehicle. Bravo Lexus!”

The transformation of the Lexus IS into the ultimate gaming vehicle required “all hands on deck” at fabrication expert SCPS. The project involved 20 different members of their team, including concept artists, designers, 3D modelers, electrical and structural engineers, metal fabricators, craftsmen, artists, custom upholsterers and computer technicians—most of whom are serious gamers themselves. From designing the initial concepts to the reveal, the entire build took five months.

Fuslie is a variety streamer who first made her mark within the PUBG community. She has played in multiple tournaments, including Twitch Rivals. She is also known for her singing voice and her urban exploration streams around Los Angeles.

This partnership is part of a [new “All In” campaign](#) for the 2021 Lexus IS. The campaign celebrates those who fully embrace their passions, while showcasing Lexus’ own obsession: an unapologetically pure sports sedan.

For more information on the new IS, visit <https://www.lexus.com/models/IS>.