

LEXUS TAKES ON MISSION TO SAVE THE WORLD IN ‘MOONFALL’

January 14, 2022



PLANO, Texas (Jan. 14, 2022) — Buckle up and brace yourself for the ride of a lifetime. Lexus is taking on yet another exciting role as Lionsgate’s official automotive partner on the epic new sci-fi disaster film, “[Moonfall](#),” from internationally renowned director Roland Emmerich, in theaters February 4, 2022. In “Moonfall,” a mysterious force knocks the moon from its orbit around Earth and sends it hurtling on a collision course with life as we know it. The all-new 2022 Lexus NX luxury crossover plays a pivotal role in the heroic effort to restore order to the moon’s orbit on a mission to save the world.



The Lexus x “Moonfall” marketing campaign debuts today with a co-branded 30-second commercial, “[Enjoy the Ride](#),” featuring the NX in high-action footage from the film.

“The all-new NX represents the future of the Lexus brand, ushering in the next level of luxury,” said Vinay Shahani, vice president of Lexus marketing. “The NX’s bold styling, intuitive technology and connected driving feel make it the perfect partner for an epic adventure.”



The Lexus brand is featured prominently throughout the film. The all-new NX is driven by Charlie Plummer's character, Sonny Harper, in a three-minute, high-action scene. The Lexus GX 460 luxury SUV makes an appearance as the government vehicle used to transport Halle Berry's character, Jo Fowler. Additionally, Michael Peña's character, Tom Lopez, is a Lexus dealer, and the film includes a scene at his dealership.

The Lexus x "Moonfall" campaign will be promoted across video, digital and social channels. Media partnerships include The Verge, IMDb, Reddit, Roku and YouTube.

For more information on Lexus x "Moonfall" partnership, visit www.lexus.com/moonfall.

Updated January 18, 2022.