

LEXUS ELECTRIFIES FANS IN NEW MARVEL STUDIOS' 'BLACK PANTHER: WAKANDA FOREVER' CAMPAIGN FOR FIRST-EVER BATTERY ELECTRIC VEHICLE, THE LEXUS RZ 450E

October 03, 2022



PLANO, Texas (Oct. 3, 2022) – Quick thinking, a spear and the all-new, very agile, 2023 Lexus RZ 450e is all you need when you're the formidable Dora Milaje, evading a host of villainous pursuers. Marvel Studios fans and car enthusiasts can buckle up and take a ride with the squad of Wakandan warriors as Lexus debuts its marketing campaign, including a long-form video, "An Electric Future," featuring the luxury brand's first-ever battery electric vehicle. The marketing campaign marks Lexus' third collaboration with a Marvel Studios property ahead of the release of Marvel Studios' "Black Panther: Wakanda Forever," in theaters November 11.

While the Lexus LC 500 Convertible and the Lexus GX make appearances in the actual film, the 90-second collaboration video takes viewers on an exhilarating ride in the first-ever Lexus RZ 450e. Set in the Marvel Cinematic Universe with members of Wakanda's all-female Royal Guard, the Dora Milaje, led by General

Okoye (played by Danai Gurira), the audience follows the elite trio as they nimbly navigate pursuers in the Lexus RZ – a luxurious, technologically advanced vehicle fit for everyone.

“By returning to our successful relationship with Marvel Studios for the highly anticipated sequel to ‘Black Panther’ we are taking this collaboration to another level,” said Vinay Shahani, Lexus vice president of marketing. “The technology, creativity, and imagination we encounter in the futuristic nation of Wakanda is a natural fit for the sustainable, global society Lexus envisions with the introduction of our most advanced vehicle ever, the fully-electric RZ 450e, further extending our electrified vehicle portfolio.”

“The power, elegance, and future-forward vision of the Lexus brand aligns perfectly with the Black Panther franchise. We couldn’t be happier to team up with Lexus once again to bring an action-packed story and supporting 360 campaign to life,” said Mindy Hamilton, Senior Vice President of Global Partnership Marketing at The Walt Disney Company.

Lexus’ collaboration with Marvel Studios and the ad creation is being led by Lexus’ agency of record for Black, Hispanic and LGBTQ+ audiences, Walton Isaacson. The commercial was directed by Anthony Leonardi III, an award-winning, fourth-generation filmmaker who is no stranger to Marvel or Lexus having been involved with Marvel Studios’ “Avengers: Endgame” and the Lexus “Parking Spot” ad in support of Marvel Studios’ “Eternals.”

“I hope people watch the ad and feel like they are in a great movie. For each Lexus spot, I treat the vehicle like a character, so like a Marvel character, the RZ 450e is the hero. It is the star,” said Leonardi. “I hope viewers feel like they are along for the ride.”

“An Electric Future” will be featured in an integrated marketing campaign, with placements across a variety of media platforms including broadcast, digital, advanced TV and social channels. The campaign will also be supported through several noteworthy media partnerships.

For more information, visit www.lexus.com/WakandaForever.