

Lexus & Amazon Music Present “Destination .Paak – The Lexus GX Remix” on World Music Day

June 21, 2024

Image not found or type unknown

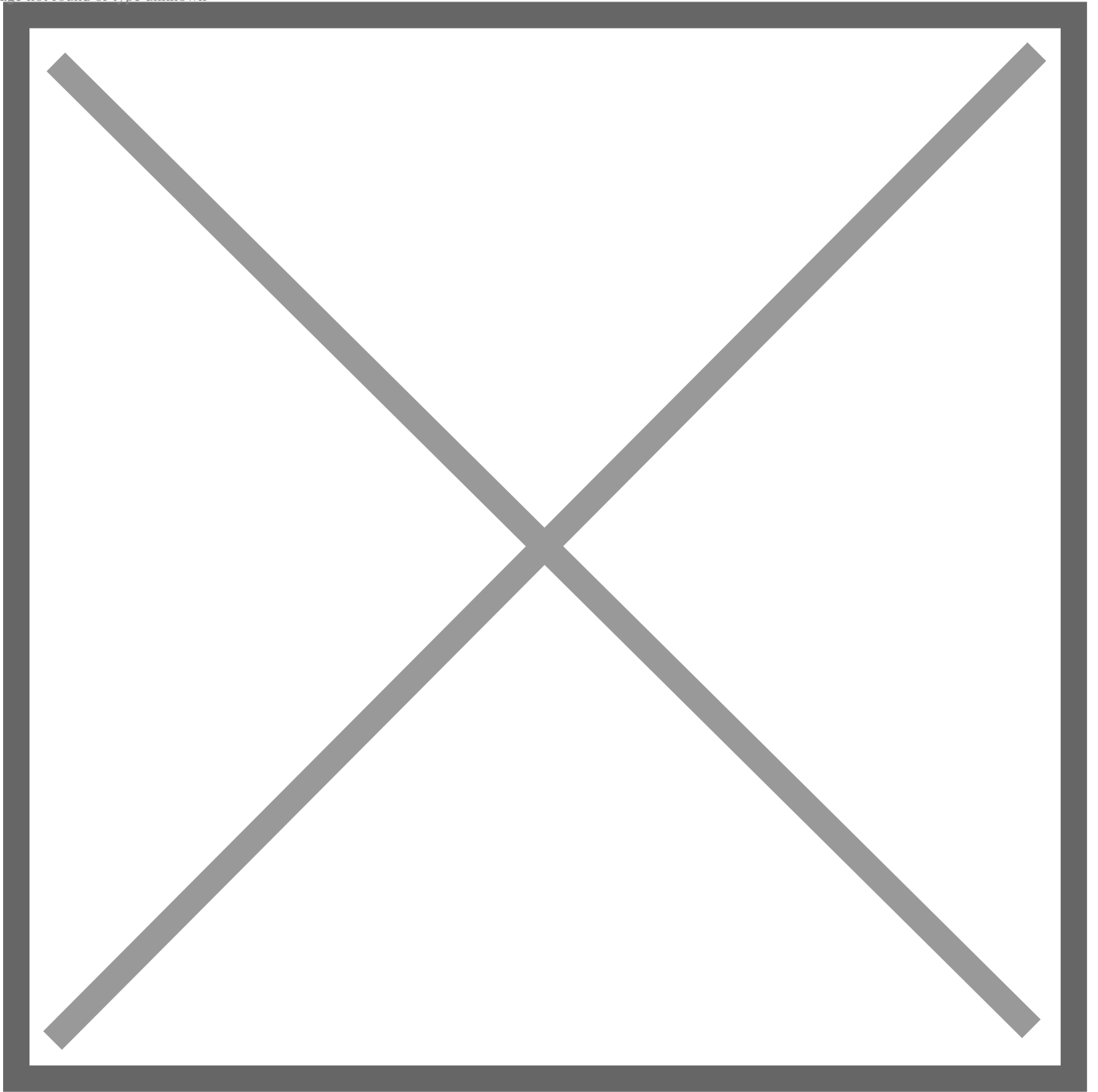


PLANO, Texas (June 21, 2024) – In celebration of World Music Day, Lexus and Amazon Music have teamed up with 8x Grammy Award winning artist Anderson .Paak to launch a new campaign, “[Destination .Paak – The Lexus GX Remix](#).” Designed to empower fans to get outdoors and enjoy what life has to offer, the campaign includes an exclusive Anderson .Paak remix and music video featuring the all-new 2024 Lexus GX, as well as behind-the-scenes interviews and interactive content with the award-winning artist. “Destination .Paak – The Lexus GX Remix” is available on destinationPaak.com beginning today.

From the untamed wilderness of the forest to vast desert fields, fans will follow Anderson .Paak as he explores California’s rugged and beautiful terrain in the 2024 Lexus GX – searching for the perfect spot and source of inspiration to bring a reimagined rendition of his original track, “Celebrate,” to life.

“After fifteen years in the music game, I’m trying to stay inspired and impress my kids,” said Anderson .Paak. “I find that getting out in nature can be both humbling and reinvigorating. That’s why this World Music Day, whether it’s a public park performance or organized outdoor concert, I’m inviting my fans to join me in getting outside to celebrate music.”

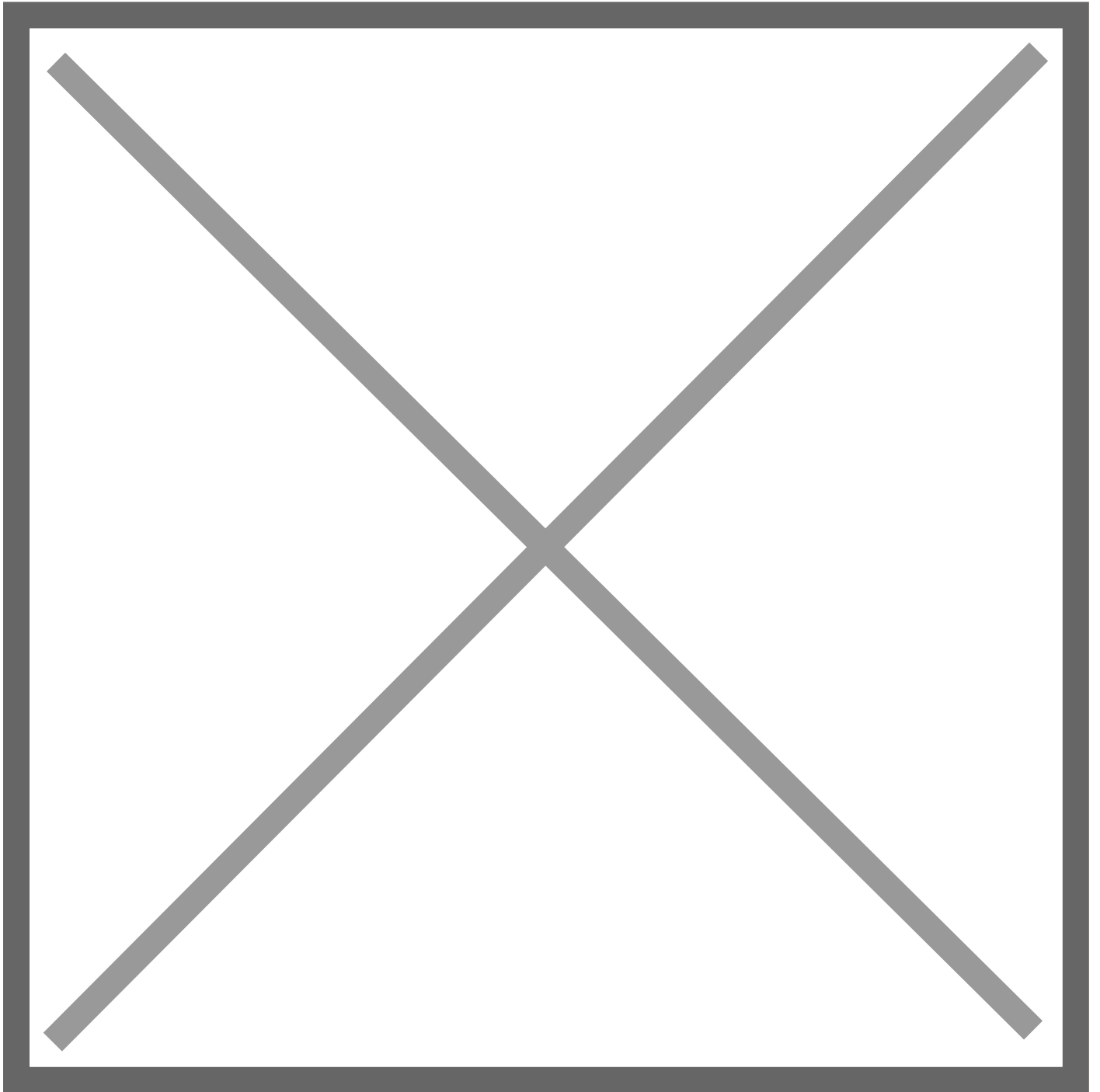
Image not found or type unknown



“The Lexus GX is meant for all of life’s adventures, both on and off-road,” said Cynthia Tenhouse, vice president, Lexus Marketing. “It was a great fit for Anderson .Paak’s re-release of the ‘Celebrate’ music video as he showcases the GX’s rugged resilience and luxury craftsmanship throughout his own music journey. Like Anderson .Paak, we hope more people are inspired to find their own outdoor adventures.”

Reimagined from the ground up, the 2024 GX was designed to inspire customers to pursue their urge to travel, take an unpaved path, and revel in the joy of driving. The all-new GX builds upon a strong foundation of off-road capability, showcasing an unparalleled combination of elegant features, intuitive technology, and off-road

proven that Lexus customers have come to expect.



Fans can explore the campaign in its totality on destinationPaak.com now through August 31, 2024. Exclusive featured content includes:

- **“Celebrate” Music Video:** opening in an undisclosed garage in California, Anderson .Paak explores some favorite relics from his career. Reminiscing on the journey that brought him to where he is today, Anderson grabs a few instruments and hits the road in the all-new 2024 Lexus GX. Traveling from the

forest to the desert in search of the perfect location and source of inspiration, he delivers a reimagined performance of his original 2016 track, “Celebrate.” Reinvigorated by the natural beauty that surrounds him, he allows the rhythm of the music to consume him as he levitates into the air.

- **Anderson .Paak’s “World Music Day” Playlist:** Anderson .Paak shares a playlist of his favorite genre-bending remixes, that have inspired him throughout his career.
- **The Lexus GX Gallery:** a collection of behind-the-scenes images of Anderson .Paak and the all-new 2024 Lexus GX on-set of the “Celebrate” music video.
- **Behind-the-Scenes Interviews:** Anderson .Paak shares his journey as a musical artist, finding inspiration in nature, and creating his new NxWorries album with co-collaborator Knxwledge.

For more information on “Destination .Paak: The Lexus GX Remix” and the all-new GX, visit www.destinationPaak.com, www.lexus.com/gx and the [Lexus Newsroom](#).