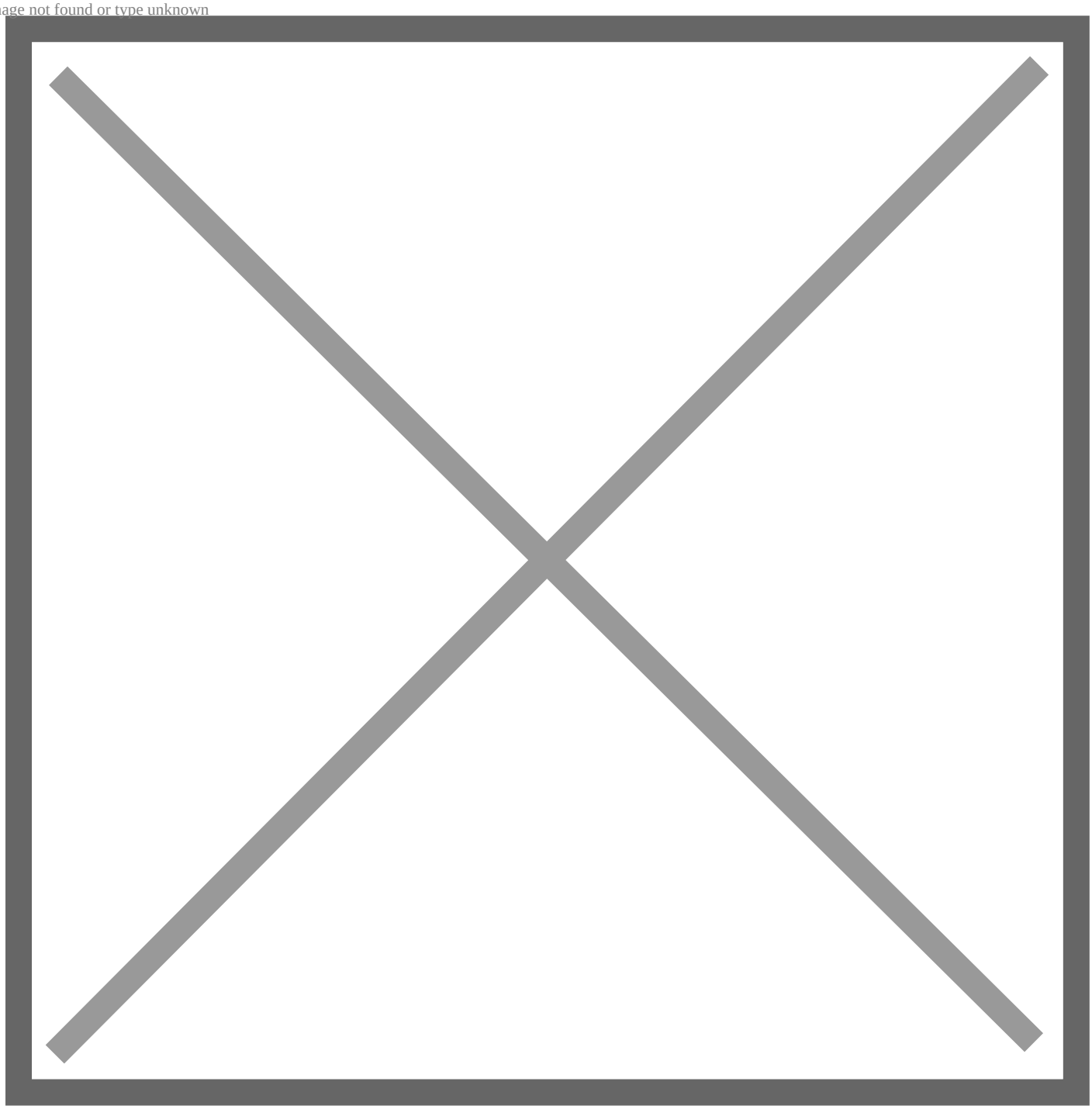
"The Standard of Amazing: Electricity at Its Finest” Highlights Electrified Lexus Vehicles

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Lexus enters the next chapter of The Standard of Amazing journey with its launch of a new The Standard of Amazing: Electricity at Its Finest campaign in the U.S., drawing attention to the brand's latest expression of electrified luxury.

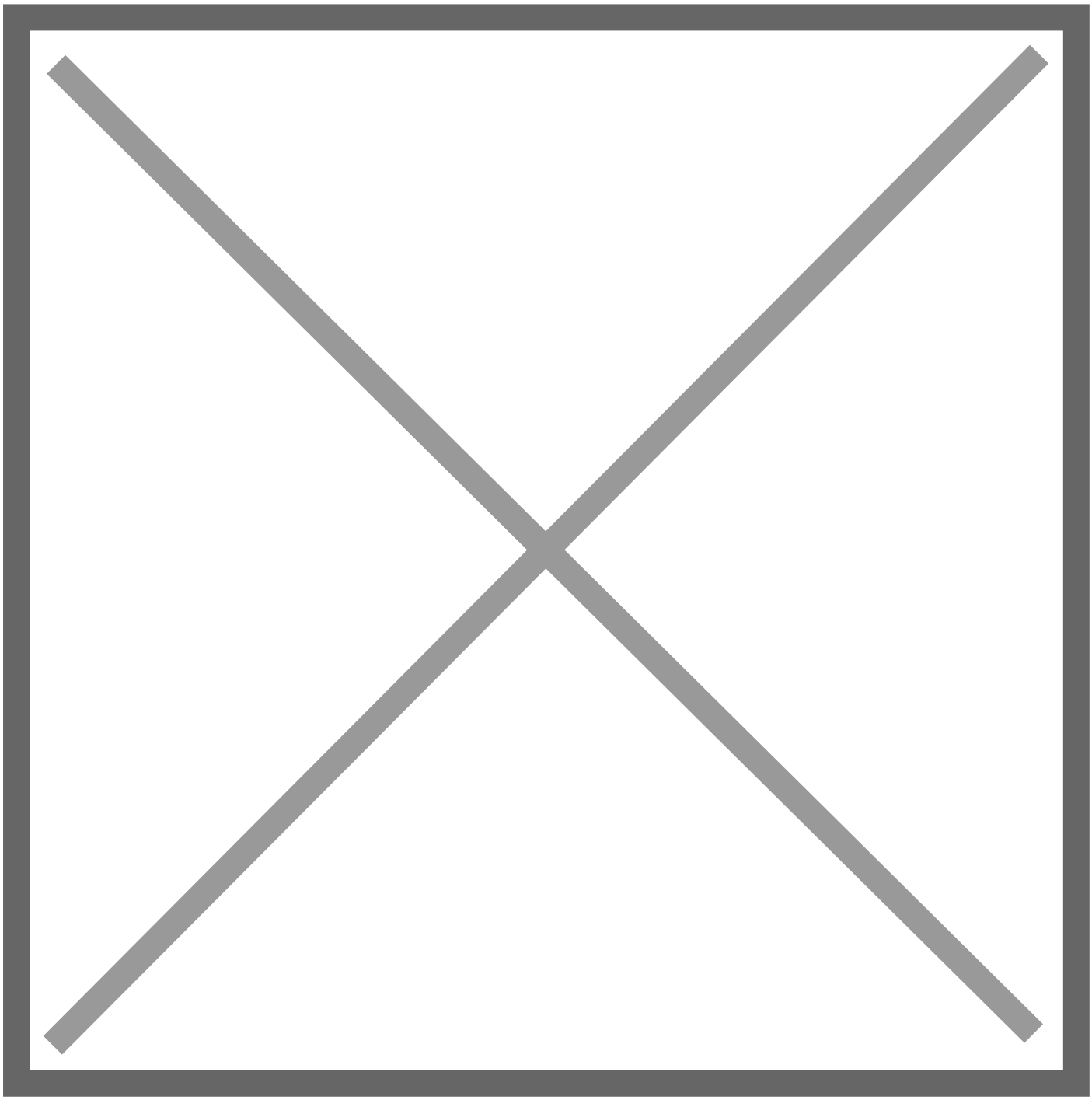
The Standard of Amazing brand campaign continues to shape the creative expression and ethos of Lexus, and is defined by its capacity to evoke a deeper desire for Lexus at every level, strengthening the bond between the vehicle, its driver, and the brand itself. Drawing on passion, aspiration, and refined experiences, it elicits emotional connections that feel personal and lasting.

This is especially key for Lexus Electrified luxury vehicles. For years, EVs have been marketed as cutting-edge technological advancements, attracting early adopters eager to embrace the category. However, once they got behind the wheel, many discovered an experience that fell short of luxury: sterile, soulless, and overly simplistic.

In the world of Lexus, where the integration of art and engineering is paramount, a vehicle that connects with its driver on a profound level is not just desired. It's essential.

The new campaign emphasizes Lexus Electrified luxury offerings' innovation and appeal beyond technical aspects, through products such as the RZ, along with Lexus' broader lineup of electrified powertrains including hybrid and plug-in hybrid models represented by the NX and RX.

A New Creative Lens: Electricity at Its Finest



The campaign’s creative intentionally breaks from traditional automotive advertising. Rather than fast-paced, frenetic action sequences, Lexus made a deliberate choice to slow everything down. To create an emotional oasis. It’s a cinematic approach designed to let the featured Lexus, the RZ, live in a space where beauty and provocation coexist, harmonizing its fully electric nature with what makes it quintessentially a Lexus.

In collaboration with long-time agency partners, Team One and IW Group, Lexus embraces the new creative approach with a suite of films launching January 5, 2026 in the U.S. that share a tonal mantra: operate elegantly, beautifully, and simply.

While electricity often serves as a utilitarian force powering our everyday lives, it also has the potential to fuel rare and exceptional experiences that invigorate and inspire the senses. That is the creative philosophy at the center of the brand's latest chapter of The Standard of Amazing, Electricity at its Finest.

A Campaign Built on Elegance, Emotion, and Simplicity
Team One captures the campaign's essence in "**Miles and Miles.**" The film's narrative unfolds around a single quiet moment in which a man savors two rarefied, electric objects: a plugged-in RZ and a sleek, modern turntable playing the timeless sounds of Miles Davis' "Blue in Green." Audacious in its simplicity, the film serves as an example of how electricity can create a seductively beautiful experience.

"The Lexus RZ is one of those beautifully crafted objects in a well-curated life that has a certain way of slowing down your heartbeat. It makes you feel good," says Mark Koelfgen, executive director, Team One. "Our film set out to bring that human response to life on screen. Blending elegance with emotion, much like Miles Davis' classic ballad."

The narrative is further explored in two companion commercials, "**Magic**" and "**Worthy**" that extend its captivating story.

For IW Group spot "**Session**," Lexus partnered with internationally recognized musicians Brianna Tam and Shobhit Banwait to compose an original piece that channels the same charge and vibrancy one feels behind the wheel of an electrified Lexus. Developed for Asian American in-language audiences, the film celebrates the synergy of technology and creativity, both equally valuable to the Lexus driver.

"Electric vehicles are often perceived as cold and basic. Creatively, we set out to counter that notion by showing the exhilaration of driving an electrified luxury vehicle from Lexus," says Cenon Advincula, executive director, IW Group. "To express that sensation, we drew a parallel to performing with electrified musical instruments like the electric cello and tabla – where energy, emotion, and modern amplification transform the experience."

A New Standard of Electric Luxury
Over the coming weeks, Lexus will roll out digital, social, OOH, experiential, and other marketing elements to bring the campaign's narrative to life. Through artful storytelling, emotional resonance, and a commitment to elevating every detail, the latest chapter of The Standard of Amazing positions the RZ as more than a EV. It stands as a reminder that electricity can be moving. Not just mechanically, but emotionally.

For Lexus, that's electricity at its finest. And that's the new Standard of Amazing.

To learn more about the 2026 Lexus RZ, visit the Lexus Newsroom.