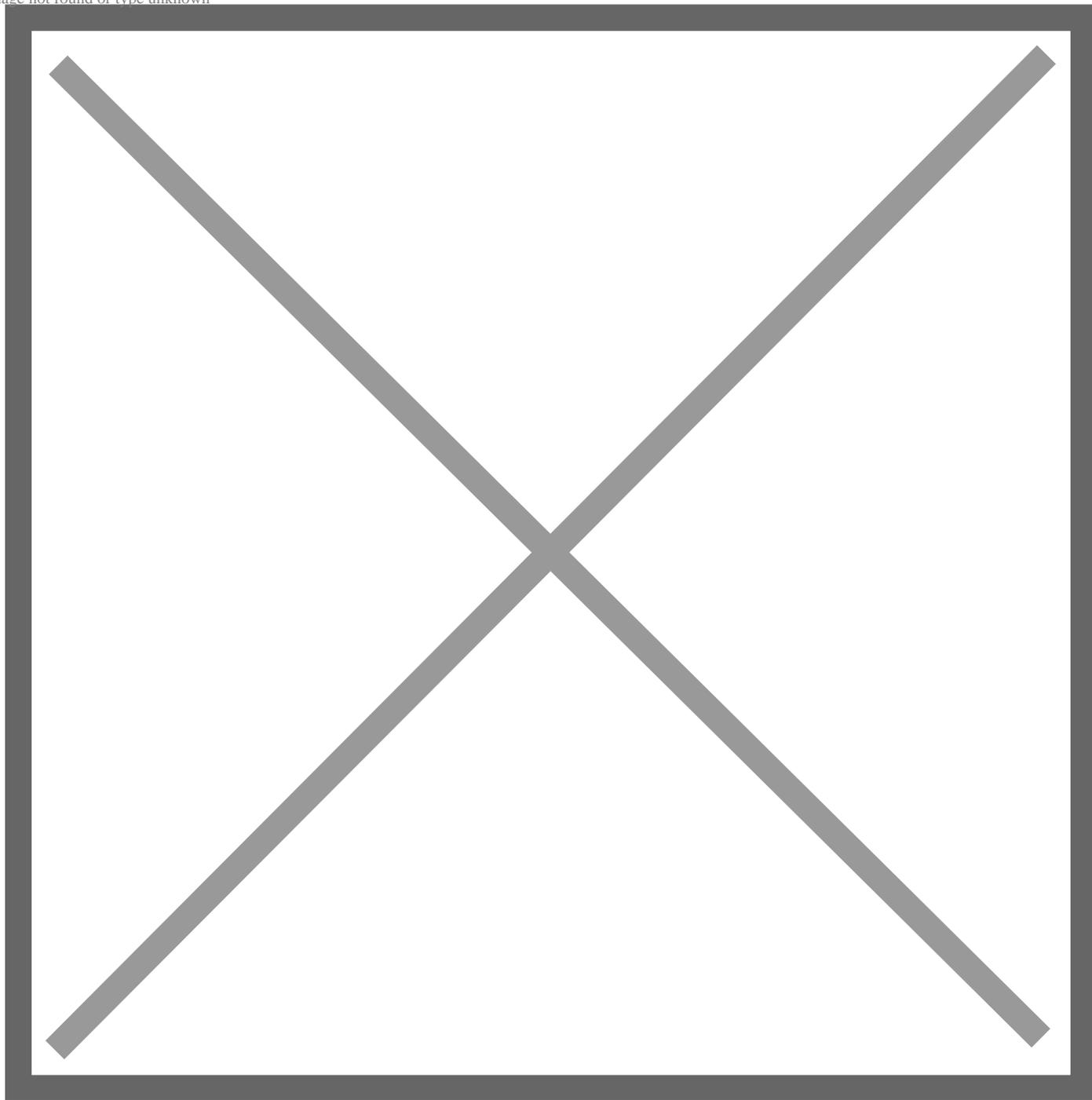


# 100 MILES: LEXUS AND LAUFEY ONE-NIGHT- ONLY MUSICAL EVENT

March 16, 2026

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**PLANO, Texas (March 16, 2026)** – Lexus and award-winning Icelandic-Chinese artist, composer, producer and multi-instrumentalist Laufey today announced 100 Miles, a musical event streaming live on [Twitch](#), Friday, March 27 at 9 PM EST / 6 PM PST. The night will celebrate legend Miles Davis’ enduring legacy during his centennial year, featuring the debut of Laufey’s lyrical debut of Davis’ “Blue In Green” and the reveal of a one-of-one Lexus custom vehicle.

“Miles Davis understood the roots of jazz – and then reinvented it. That spirit of honoring the past while moving it forward is what makes this tribute so meaningful,” said Laufey. “Partnering with Lexus to bring this celebration to life felt natural. They get how creativity and innovation can move people, just like music does.”

“Our collaboration with Laufey is about celebrating jazz, inspiring creativity, and giving fans an unforgettable experience,” said Sara Lara, senior manager, Lexus marketing. “We’re blending heritage, artistry, and innovation, much like jazz itself.”

“Miles was always about moving forward. He never believed in standing still or repeating himself, and that mindset still matters. The centennial is a chance to let the music keep living and changing, and it is great to see artists like Laufey engaging with it in a way that feels honest and personal. That is how Miles’ music stays fresh and vibrant, and forever evolving, not just remembered,” Vince Wilburn Jr., Miles Davis’ nephew, award-winning musician and producer.

### **100 Miles Marks Debut Performance on Laufey’s All-New Twitch Channel**

Streaming for fans everywhere, along with a small in-person audience of tastemakers and superfans, the event marks Laufey’s debut performance on her all-new Twitch channel. Fans around the world are invited to experience Laufey’s modern, jazz-inspired sound in a special performance that honors the enduring influence of Miles Davis.

Designed as an immersive performance, the event will feature a blend of beloved songs from her catalog alongside new material – most notably the premiere of Laufey’s newly reimagined rendition of “Blue In Green.”

“Laufey’s performance on Twitch alongside Lexus is the kind of unique, live moment our community loves. These experiences are so special for artists because of the personal, real-time connection they create with their fans, and audiences show up on Twitch not just to watch, but to be part of the event,” said Kate McCagg, Global Head of Twitch Brand Partnership Studio & Brand Innovation Lab. “We’re excited to bring this tribute to Miles Davis to a global live audience. It’s a perfect example of why music streams on Twitch continue to grow in popularity. Fans want to experience great performances like this one together, and we’re thrilled to make that possible.”

### **Laufey Premieres Lyrical Interpretation of “Blue In Green,” Available Exclusively on Amazon Music on March 27**

Originally recorded in 1959 as an instrumental by Miles Davis and released on *Kind of Blue*, the best-selling jazz album of all time, “Blue In Green” underscores Lexus’ latest national broadcast commercial “[Miles and Miles](#),” part of The Standard of Amazing: Electricity at Its Finest campaign that highlights Lexus’ electrified lineup. The campaign is among the initiatives marking the official Miles Davis Centennial celebrations, spearheaded by the Davis Estate and global independent music company Reservoir.

In tribute to what would have been Davis’ 100th birthday in 2026, Lexus has tapped Laufey to develop her own take on Davis’ iconic composition as an Amazon Music Original track. Available exclusively on Amazon Music beginning March 27, Laufey adds original lyrics and her unmistakable voice to the song while honoring the restraint and timeless beauty of Davis’ original.

## **Laufey x Lexus Present: Blue In Green Edition RZ**

As part of the celebration, Lexus will also unveil the Blue In Green Edition RZ, a Laufey custom electric vehicle inspired by Miles Davis' timeless composition. The vehicle weaves together subtle nods to Miles' legacy with personal touches from Laufey, creating a modern tribute that bridges past and future – much like jazz itself.

The EV's vision echoes the themes of Lexus' latest chapter of *The Standard of Amazing* campaign, "[Electricity at Its Finest](#)," which underscores that the true essence of electrification lies not just in its mechanics, but in its capacity to create profound and personal connections. Just as Miles Davis' music continues to resonate on an emotional level, Lexus electric vehicles are designed to move people both physically *and* emotionally.

To watch 100 Miles, please visit [twitch.tv/laufey](https://www.twitch.tv/laufey). And to learn more about Lexus' electrified lineup, please visit [Lexus.com](https://www.lexus.com).