



UK PRESS RELEASE

Lexus Launches All-New ES Saloon With the Worlds First Advert Written by Artificial Intelligence and Shot by an Oscar-Winning Director

14 November 2018

Lexus's global reputation for pushing the boundaries of technology and innovation has inspired the creation of the world's first filmed advert entirely scripted by Artificial Intelligence (AI). The 60-second feature, *Driven by Intuition*, is directed by Oscar-winner Kevin Macdonald and celebrates in both its creative concept and its content the bold, innovative and imaginative characteristics that define Lexus as a brand.

The film will be premiered tomorrow (15 November) in the UK and then released across digital, social and cinema channels in Europe to herald the launch of the all-new ES executive saloon early next year.

In the same spirit of daring technical achievement that delivered the Lexus Hoverboard, the film's storyline and script are wholly sourced from an AI, built by technical partner Visual Voice in collaboration with The&Partnership, and with support from the IBM Watson suite of AI tools and applications.

The concept has been brought to life by Kevin Macdonald, acclaimed director of *The Last King of Scotland* and *Whitney*, and winner of a Best Documentary Academy Award for *One Day in September*.

The production process involved developing the bespoke AI and training it with data including 15 years of award-winning luxury adverts, emotional intelligence about what connects most strongly with viewers and specially commissioned information about human intuition.

The new advert will be free to view on Lexus channels from 19 November.

ENDS