

Client: Vauxhall Motors
Project: Lifetime Warranty TVC
Dur: 60s
Draft V11

Vauxhall has a rich history. Focusing on the daring, humorous and exciting commercials that have really touched the public consciousness, plus great historical and sporting footage - this film communicates Vauxhall's commitment to innovation and leads us in a dynamic and powerful way to the very latest innovation – the lifetime warranty. It is full of warm, friendly, human “Britishness”.

ACTION	VOICEOVER
<p>We open on early footage of Vauxhall cars – grainy black and white images.</p> <p>The scenes change quickly as we follow a chronological sequence through the 20's, 30's and 40's.</p>	<p><i>For over a hundred years...</i></p>
<p>We're into colour footage. 50's and 60's design and product.</p>	<p><i>...we've been passionate about building cars</i></p>
<p>Astra wind tunnel and Calibra. 70's and 80's race wins – team celebrations</p>	<p><i>We've innovated and we've celebrated</i></p>
<p>80's and 90's to include Calibra and Frontera Angles.</p>	<p><i>We've seen things a little differently from other manufacturers</i></p>
<p>We see a selection from the Corsa Hide and Seek ad, Astrabatics, the C'mons character dropping his towel.</p>	<p><i>And although we haven't always taken ourselves too seriously...</i></p>
<p>Flex 7, Little Dads, Bike rack, AFL.</p>	<p><i>We've always been serious about good ideas</i></p>
<p>Warranty Logo</p>	<p><i>That's why we're the first manufacturer in the UK to offer you a warranty that could last a lifetime</i></p>
<p>As the track explodes we're into fast-cut imagery of the range from the most recent TVC's - Insignia (Car of the Year), Corsa pop art, Meriva (Embrace Life), Astra.</p>	

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Warranty Logo	<i>A warranty that could last a lifetime.... Only from Vauxhall</i>
The Vauxhall Logo animates	<i>CAPTION: www.vauxhall.co.uk/warranty</i>
End	

Legal Supers: Warranty covers ownership of 1st car owner.

100 000 mile limit. Annual check required. Terms and conditions apply. Visit Vauxhall.co.uk/warranty for more information