

Martin McKean
Client: Vauxhall Motors
Project: Lifetime Warranty TVC
Dur: 40s
Version: V11

Vauxhall has a rich history. Focusing on the daring, humorous and exciting commercials that have really touched the public consciousness plus great historical footage this film communicates Vauxhall's commitment to innovation and its customers in a way that leads us to the latest innovation – the lifetime warranty. It is full of warm, friendly, human “Britishness”. This will be conveyed through Bill Nighy's voiceover and well-chosen footage from the archives.

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

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