

The Skylar E-Drive
Car Commercial

Script written and devised by Claire Huckle

We reveal two friends in a park. Character A is sat on a bench reading a newspaper. Character B goes to join them.

A: Hey! How are you doing?

B: It's arrived...^[SEP]

A: What has? *(B looks at the article)* Oh the new E – Drive!

B: The new Skylar. What a thing of beauty!^[SEP]

A: It's amazing, from all angles. Never has an electric car come along and done onboard luxury better than this.

B: This car combines four-wheel drive and a commanding outright performance level with SUV-level space, convenience and usability.

A: But what really makes it stand out is how superbly hushed, comfortable and refined it is.

B: It even comes with state-of-the-art technology too, with the potential for 150kW public rapid charging, combined with an everyday range of between 200- and 250 miles on a charge.

A: New bumpers and spoilers. Aero wheels and arches.

B: *(Reading)* 'The spacious interior exudes quality', the leather seats look incredible...

A: and the driving position is first-rate. You can even pick your own ambient lighting colour.^[SEP]

B: No way?!

A: I don't think there is no more luxurious electric car in the world than this one...

B: How would you know?

A: Fancy a ride?!

A clicks their car key to open this exact car behind them. We see The Skylar E-Drive flash it's lights in an inviting manner.



B looks around in disbelief.

*(The final written slogan in this commercial would be
"The new Skylar E-Drive. Why wouldn't you?")*