

ZDX Video Script: "A Perfect Day"
10/9/09

VO [Opening Sequence]

A couple gets into the ZDX.
Exterior shots of ZDX

#1

VO [Opening Sequence]

For me, driving is more than just getting from point A to point B. It's about all the points in between.

For me, driving is more than reaching your destination. It's about all the points in between.

Sure, driving is about getting to your destination. But it's also about all the points in between.

Sure, it's about getting to your destination. But it's also about all the points in between.

Int. shot of car
POV from interior looking out at them
He gets in the driver's seat and she gets in the passenger's.
He presses **Keyless Start**.

#2

VO [Interior Sequence]

It's about things working as elegantly as they look.

C.U. of **control panel** coming alive as ZDX starts.
C.U. of seat and **leather interior**.

He looks through the three views of the **multi-view rear camera** and backs out of the driveway.

#3

VO [Interior Sequence]

It's about flowing lines and graceful curves that let me stand out from the crowd.
It's about flowing lines and graceful curves that let me rise above the crowd.

Cut to boating and horizon shot.
Cut to shot of him on an empty road looking toward the horizon.
Begin driving montage.

Interior shots of the couple.
He looks at traffic on **Real-Time Traffic** screen.
She checks the weather on **Real-Time Weather**.
He looks at the screen.

#4

VO

Being surrounded by technology that's so intuitive, it's all second nature.
Being surrounded by technology that's so intuitive, it feels like it's a part of me.

He presses a button and the moonroof shade opens.
Exterior and Interior beauty shots.
Close-up of **Song By Voice** screen with visible **hard disk drive**.
He presses the TALK button on the steering wheel and says the name of a song.

#1 Dialogue

Male Dialogue [SBV]

HDD Play Song: XXXXX XXXXXX

Female Dialogue [SBV]

Oh, I want to hear this. I just got it.

Male Dialogue

Sure. Put it on.

She plugs in an iPod and accesses a song from it using the interface dial and audio screen.

She picks rocking song and he gives an approving look.

#5

VO [Performance]

When I'm hugging a curve, I want a car that feels as good as it looks.
When I'm hugging a curve, I want a car that performs as well as it looks.
When I'm hugging a curve, I want a performer that feels as good as it looks.
When I'm on an open stretch of road or hugging a curve, I want a performer that feels as good as it looks.
When it comes to performance, a car has to feel as good as it looks.
When it comes to performance, I want a car that feels as good as it looks.

[he presses the IDS to Sport mode or the paddle shifter.]

Action shots of performance driving.
Show **SH-AWD** meter on MID.

Intercut with shots of curves and a sail flapping in the wind.
We see a slower vehicle ahead.
Show **BSI** light come on.

He looks in rearview mirror and acknowledges another car is there and changes lanes when the coast is clear.

#3

Female Dialogue [Zagat]

Hey, where we eating tonite?

(She scrolls through **Zagat**. Show restaurant reviews as she scrolls.)

Oooh, it says this wine bar has amazing small plates.

Male Dialogue [Interior Sequence]

Let's check it out.

We look up through the **moonroof** and see some boat sails.

They pull up in the marina.

He presses his key fob and the rear cargo opens.

They get out, get their gear from the cargo area and walk toward the boats.

#6

VO [Closing Sequence]

Sure, it's about getting to your destination. But it's also about all the points in between.

Long beauty shot of car and boats in the background.