

310D

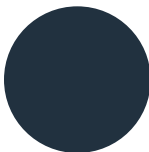
MLP SHOTLIST

Snapshot

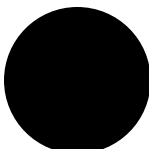
Vehicles

Color Key

Core HEV

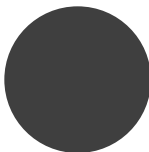


Exterior: Stormcloud



Interior: Black

Rugged HEV



Exterior: Urban Rock

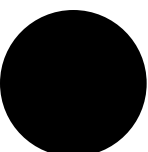


Interior: Mineral

Sport PHEV



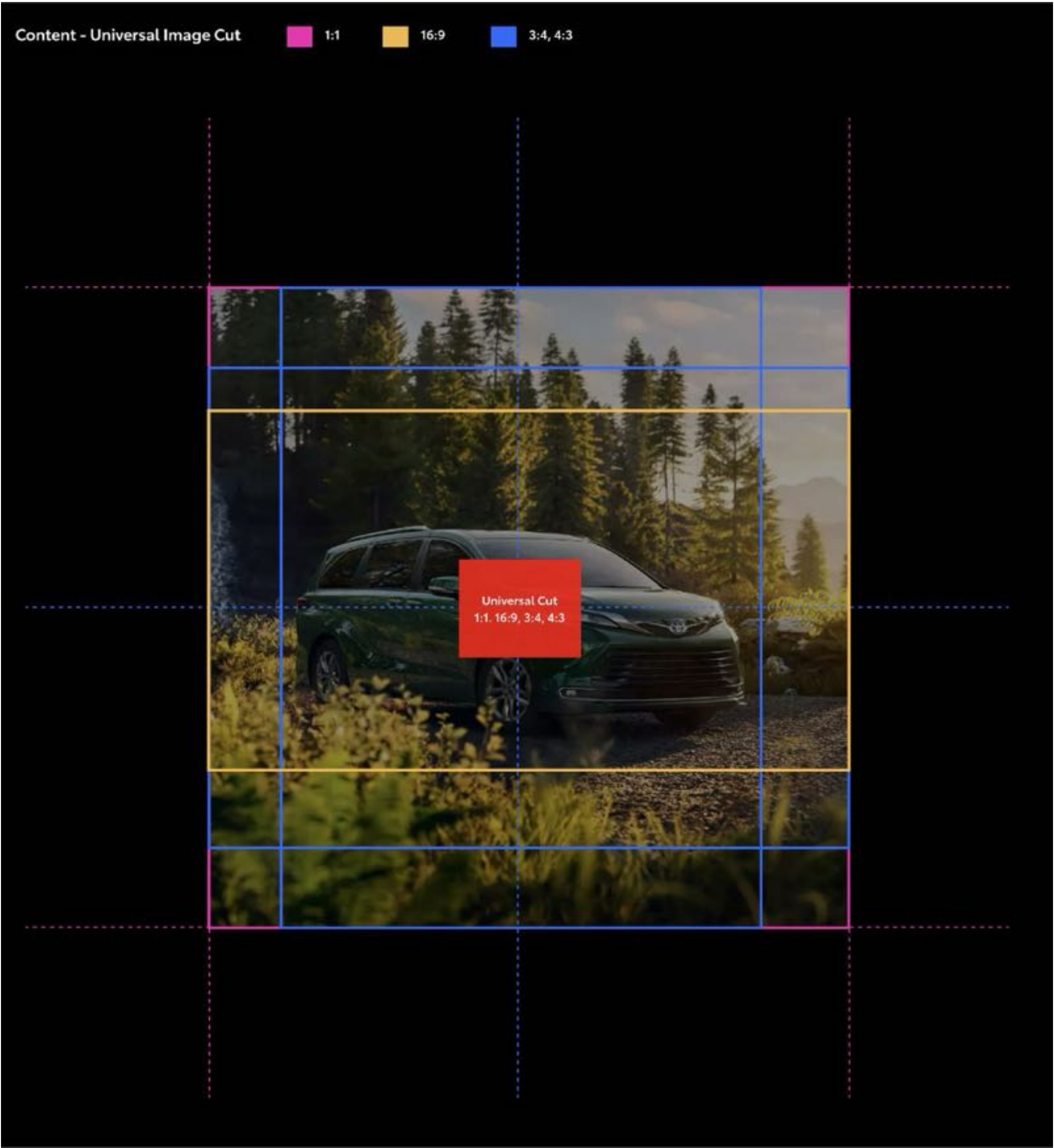
Exterior: 2-Tone Supersonic
Red w/ Black Roof



Interior: Black

Asset Aspect Ratios

Across all digital platforms



Art & Copy Reference

Core

Art & Copy Guide

Core HEV



Exterior: Stormcloud

Interior: Black



Rugged

Art & Copy Guide

Rugged HEV & PHEV



- Exterior: Urban Rock
- Interior: Mineral



Sport

Art & Copy Guide

Sport PHEV



- Exterior: 2-Tone Supersonic Red w/ Black Roof
- Interior: Black



01

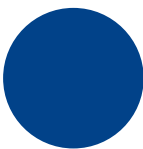
NEW STATIC ASSETS

Horseback Riding

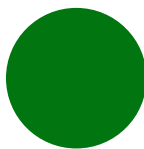
CORE HEV

Shotlist

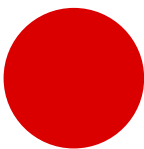
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

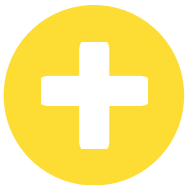


ANIMATED
GIF



NEW VIDEO
ASSET

01 MAJOR MOTION



MLP Page – **Exterior | LED Headlights, Taillights, and Fog Lights**
Safety | Standard Drive Recorder

Trim/Color: Core / Stormcloud

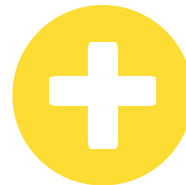
Angle: Front 3/4

Location: Dude Ranch Entrance Gate

NOTE: We will need painted wooden signage with the name of the ranch



02 DETAIL STATIC



MLP Page – **Exterior Design | Headlights, Taillights, and Foglights**

Trim/Color: Core / Stormcloud

Angle: Rear Left

Location: Residential Neighborhood



03 MINOR STATIC



HEV Page – **Interior + Comfort | Modern Interior Cabin w/ Driver Cockpit**
Audio Multimedia | BRAND Audio Multimedia

*PHEV Page – **Short Gallery | Interior**

Audio Multimedia | BRAND Audio Multimedia

Trim/Color: Core / Stormcloud

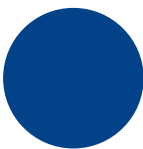
Angle: Interior

Location: Residential Neighborhood

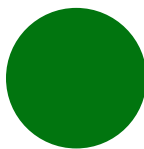
* For PHEV, interior may need to be updated in post with CGI

Shotlist

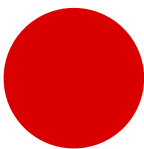
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

04 **DETAIL**
STATIC



MLP Page - **Exterior Design | SofTex Power Seats**
Trim/Color: Core / Stormcloud
Angle: Interior
Location: Dude Ranch



05 **MINOR**
STATIC



MLP Page - **Interior & Comfort | Heated Rear Seats**
Trim/Color: Core / Stormcloud
Angle:Interior Back
Location: Dude ranch



NOTE: An adult will be visible somewhere in frame for legal purposes.

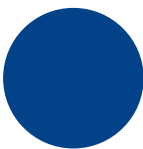
06 **DETAIL**
STATIC



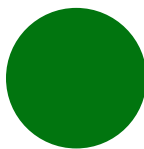
MLP Page - **Interior & Comfort Popup | Heated and Ventilated Seats**
Trim/Color: Core / Stormcloud
Angle: Center Stack
Location: N/A

Shotlist

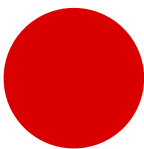
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

07 **DETAIL** STATIC



HEV Page - **Performance & Capability | HP Increase / Hybrid System**
Performance & Capability Popup | HP Increase / Hybrid System

Trim/Color: Core / Stormcloud
Angle: Interior
Location: N/A



08 **MAJOR** MOTION



HEV Page - **Technology & Convenience | Advanced Park**
PHEV Page - **Technology | Advanced Park**
Trim/Color: Core / Stormcloud
Angle: 3/4 Front Overhead
Location: City



09 **DETAIL** STATIC



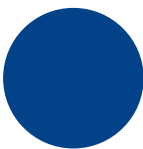
MLP Page - **Technology & Convenience | Dual Qi Wireless Charger**
Trim/Color: Core / Stormcloud
Angle: Interior Center Console
Location: N/A



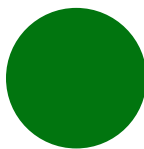
NOTE: We will be mindful of the angle to actually capture the charger

Shotlist

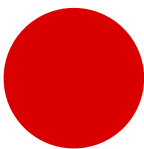
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

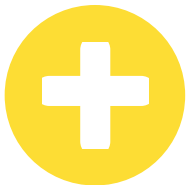


ANIMATED
GIF



NEW VIDEO
ASSET

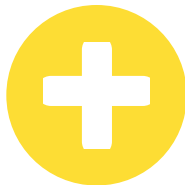
10 MINOR
STATIC



MLP Page - **Convenience | Available Hands-free Power Liftgate**
Trim/Color: Core / Stormcloud
Angle: 7/8 Side Rear
Location: Dude ranch



11 DETAIL
STATIC



HEV Page - **Audio Multimedia | Wireless Apple Carplay**
PHEV Page - **Audio Multimedia | Wireless Apple Carplay**
Trim/Color: Core / Stormcloud
Angle: Interior
Location: Residential Neighborhood



12 DETAIL
STATIC

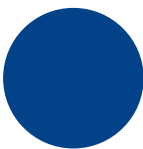


HEV Page - **Audio Multimedia | Wireless Android Audio**
PHEV Page - **Audio Multimedia | Wireless Android Audio**
Trim/Color: Core / Stormcloud
Angle: Interior
Location: Residential Neighborhood

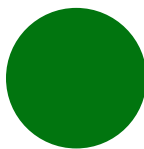


Shotlist

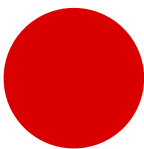
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

13 **DETAIL**
STATIC



HEV Page - **Audio Multimedia | JBL Audio Systems**
PHEV Page - **Audio Multimedia | JBL Audio Systems**
Trim/Color: Core / Stormcloud
Angle: Interior Speaker
Location: Dude Ranch

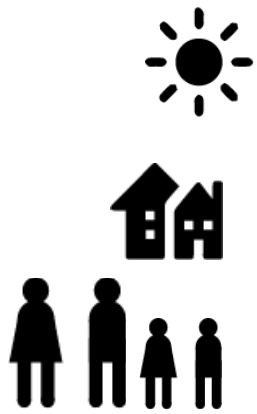


14 **MINOR**
MOTION

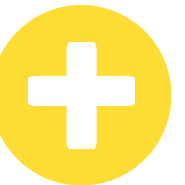


MLP Page - **Connected Services Popup | Wifi Connect**
Trim/Color: Core / Stormcloud
Angle: Interior Rear Seats
Location: Residential Neighborhood

NOTE: An adult will be visible somewhere in frame for legal purposes.



15 **DETAIL**
STATIC

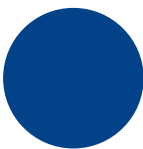


HEV Page - **Safety | PVM + 3D**
PHEV Page - **Safety | PVM + 3D**
Trim/Color: Core / Stormcloud
Angle: Interior Console
Location: Residential Neighborhood

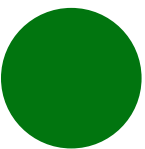


Shotlist

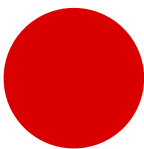
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

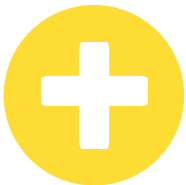


ANIMATED
GIF



NEW VIDEO
ASSET

16 **DETAIL**
STATIC



HEV Page - **Safety | Standard Drive Recorder**
PHEV Page - **Safety | Standard Drive Recorder**
Trim/Color: Core / Stormcloud
Angle: Interior Console
Location: Residential Neighborhood



17 **MAJOR**
MOTION



MLP Page - **Safety | Star Safety System**
Trim/Color: Core / Stormcloud
Angle: Rear 7/8
Location: Rolling Fields



18 **MINOR**
STATIC



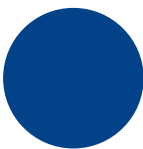
HEV Page - **TSS 4.0 Thumbnail**
PHEV Page - **TSS 4.0 Thumbnail**
Trim/Color: Core / Stormcloud
Angle: Front Seat Interior
Location: Dude Ranch

NOTE: We will be sure to capture the panoramic moonroof as well as some SofTex texture in the image

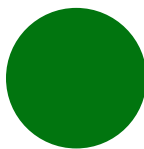


Shotlist

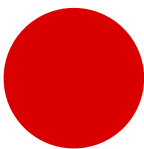
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

19 MAJOR
STATIC



20 DETAIL
STATIC



21 MINOR
MOTION



HEV Page - **Powertrain | Hybrid Powertrain**
PHEV Page - **Powertrain | Hybrid Powertrain**
Trim/Color: Core / Stormcloud
Angle: 7/8 Side Front
Location: Dude Ranch



PHEV Page - **Technology | Digital Rearview mirror with Homelink**
Trim/Color: Core / Stormcloud
Angle: Interior Driver Rearview Mirror
Location: Rolling hills



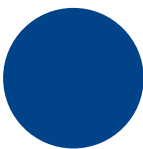
PHEV Page - **Technology | HUD**
Trim/Color: Core / Stormcloud
Angle: Interior Dash
Location: Rolling hills

NOTE: We will be mindful of the plate so that the HUD graphic is visible.

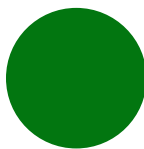


Shotlist

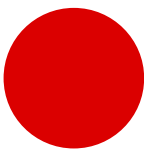
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF

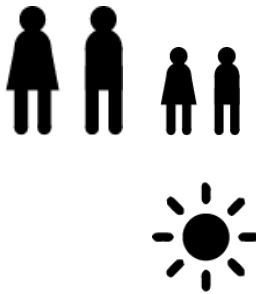


NEW VIDEO
ASSET

22 + 23 **MINOR**
LIFESTYLE

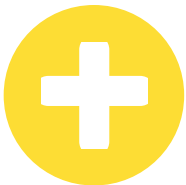


MLP Page - **Gallery**
Trim/Color: Core / Stormcloud
Angle: -----
Location: Horse ranch



NOTE: With the recent updates to the gallery component on MLP and our goal to make the page more emotional, we'll leave 2 open spots in the shotlist for lifestyle photos focusing on our talent. These images will be used only in the full gallery. This flexibility allows our photographer to use their unique style to capture more emotionally-driven storytelling for each trim.

24 **MINOR**
STATIC



HEV Page - **First ever FWD**
Trim/Color: XLE / TBD
Angle: 3/4 Front (CGI)
Location: In Studio



NOTE: This image will be a screengrab from the FWD Trilogies video

I am going to chat with my creatives about this frame, as they may still want to somehow show the FWD.

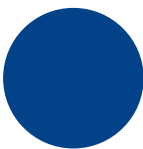
I might also ask Nick to cost out making this.

Cave Diving

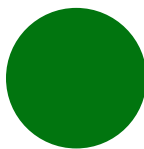
RUGGED HEV (+ PHEV)

Shotlist

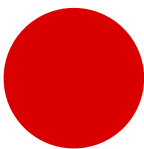
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

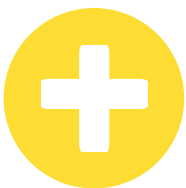


ANIMATED
GIF

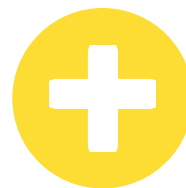


NEW VIDEO
ASSET

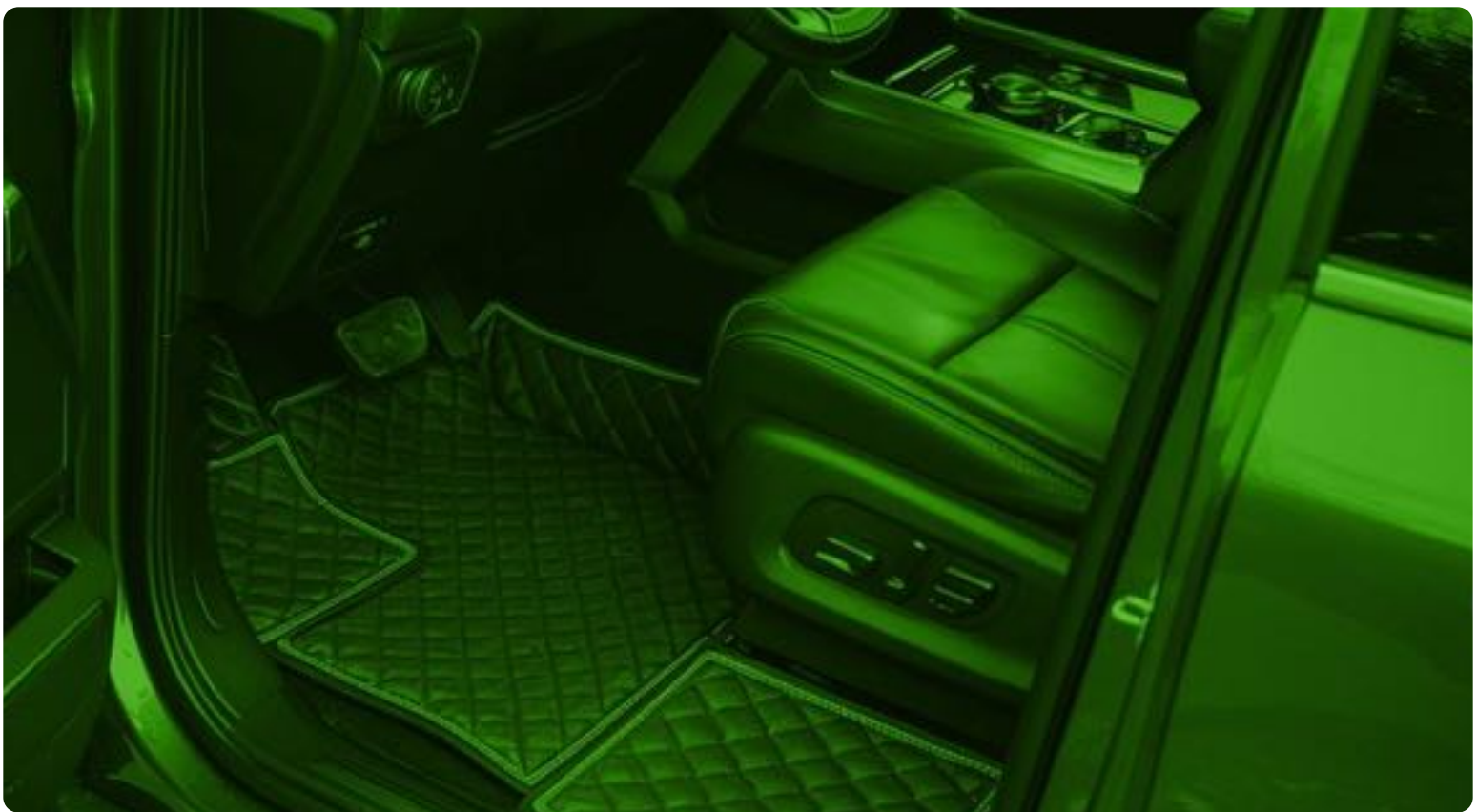
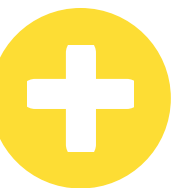
25 MAJOR
STATIC



26 DETAIL
STATIC



27 DETAIL
STATIC



HEV Page - **Short Gallery | Exterior**

Trim/Color: Rugged / Urban Rock

Angle: 7/8 Rear

Location: Rocky Coastline



HEV Page - **Short Gallery | Exterior**

**Performance & Capability Popup | Woodland Raised
Roof Rails w/ Crossbars**

Trim/Color: Rugged / Urban Rock

Angle: Overhead driver's side rear 7/8

Location: Rocky coastline



HEV Page - **Short Gallery | Interior**

**Interior & Comfort Popup | All-weather floor &
cargo mats featuring unique logos**

PHEV Page - **Short Gallery | Interior**

Trim/Color: Rugged / Urban Rock

Angle: Interior Door / Footwell

Location: Rocky coastline

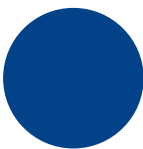


NOTE: We will be mindful of distance from the edge.
For PHEV, charging port will need to be added in in
post with CGI

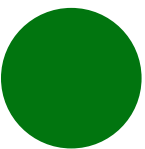
NOTE: We will select an angle to capture the side compartment as
well as the floormats

Shotlist

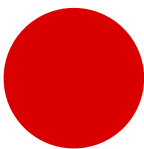
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

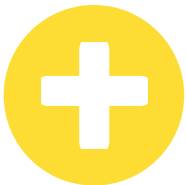


ANIMATED
GIF



NEW VIDEO
ASSET

28 MINOR
STATIC



29 MINOR
STATIC



30 MAJOR
STATIC



HEV Page – **Short Gallery | Interior
Safety | Eight Airbags**
PHEV Page – **Short Gallery | Interior
Safety | Eight Airbags**
Trim/Color: Rugged / Urban Rock
Angle: Interior Passenger Side
Location: Rocky Coastline



HEV Page – **Exterior Design | LED Headlights, Tailights,
and Fog Lights**
PHEV Page – **Short Gallery | Exterior
Exterior Design | LED Fog Lights**
Trim/Color: Rugged / Urban Rock
Angle: 7/8 Front Overhead
Location: Rocky Coastline



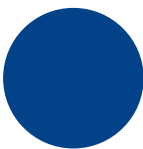
HEV Page – **Technology & Convenience Feature | 120V/1500W
AC power outlet**
PHEV Page – **Convenience Overview**
Trim/Color: Rugged / Urban Rock
Angle: 7/8 Rear
Location: Rocky Coastline



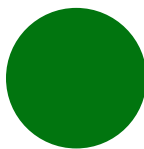
NOTE: For PHEV, screens and buttons may need to be
added in in post

Shotlist

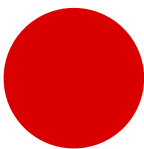
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

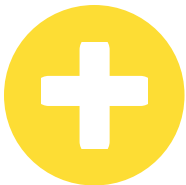


ANIMATED
GIF



NEW VIDEO
ASSET

31 **DETAIL**
STATIC



HEV Page - **Safety | Blind spot monitor
w/ rear cross-traffic alert**
PHEV Page - **Safety | Blind spot monitor
w/ rear cross-traffic alert**
Trim/Color: Rugged / Urban Rock
Angle: Interior Driver Side Mirror
Location: Small Coastal Town



32 **DETAIL**
STATIC



PHEV Page - **Exterior | LED Headlights**
Trim/Color: Rugged / Urban Rock
Angle: Front
Location: Rocky Coastline



NOTE: Image needs extra space on the left side for correct cropping for the component.

33 **MAJOR**
STATIC



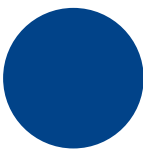
PHEV Page - **Interior & Comfort - Cargo Capacity**
Trim/Color: Rugged / Urban Rock
Angle: 3/4 Rear Overhead
Location: Rocky Coastline



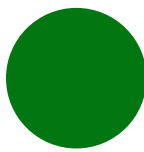
NOTE: For PHEV, charging port will need to be added in in post

Shotlist

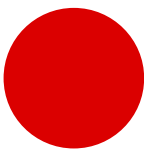
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

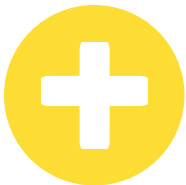


ANIMATED
GIF



NEW VIDEO
ASSET

34 MAJOR
MOTION



PHEV Page - **Performance, Handling, and Capability | AWD**
Next Steps | Build your 310D

Trim/Color: Rugged / Urban Rock

Angle: Front

Location: Coastal Roadway



35 + 36 MINOR
LIFESTYLE



MLP Page - **Gallery**
Trim/Color: Rugged / Urban rock
Angle: -----
Location: Coastal cave



NOTE: With the recent updates to the gallery component on MLP and our goal to make the page more emotional, we'll leave 2 open spots in the shotlist for lifestyle photos focusing on our talent. These images will be used only in the full gallery. This flexibility allows our photographer to use their unique style to capture more emotionally-driven storytelling for each trim.

There are 10 stills + 2 lifestyles in the shot list..

We also need to ADD one more minor shot to account for the vehicle towing capability. I'm thinking we bid for the shot and to add the trailer in CG to save on logistics and time.

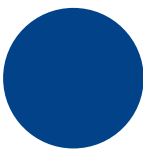
Bidding for 13 images that will need some sort of retouching to account for an HEV and PHEV version to be delivered,

Ziplining

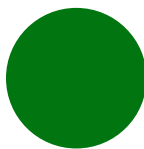
SPORT PHEV

Shotlist

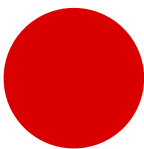
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

37 MAJOR
MOTION



MLP Page - **Short Gallery | Exterior**
Safety & Convenience Popup | Star Safety System
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: 7/8 Front
Location: City Tunnel



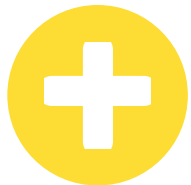
38 MAJOR
STATIC



MLP Page - **Short Gallery | Exterior**
Connected Services | Wifi Connect
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: 7/8 Side Rear
Location: City building



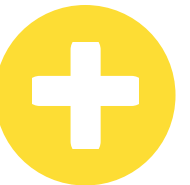
NOTE: We'll design a neon sign to identify the building as a zipline venue.



39 DETAIL
STATIC

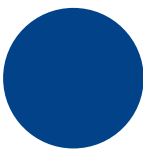


MLP Page - **Short Gallery | Interior**
Technology | 12.9" MMI Touchscreen
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: Interior
Location: City

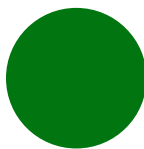


Shotlist

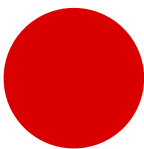
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

40 MAJOR
STATIC



MLP Page - **Exterior Design | Stacked Module**
Exterior Design Popup | Sport Design + Body Styling
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: 3/4 Front
Location: City Underpass



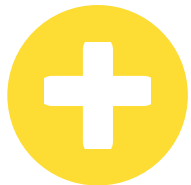
NOTE: Image needs extra space on the left side for correct cropping for the component.

41 MAJOR
MOTION

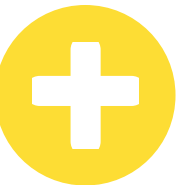


MLP Page - **Exterior Design | Stacked Module**
Exterior Design Popup | LED Taillights
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: Rear
Location: City riverside roadway

NOTE: Image needs extra space on the left side for correct cropping for the component.



42 DETAIL
STATIC



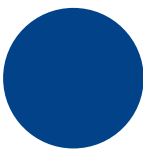
UVP Page - **Interior & Comfort Overview**
Interior & Comfort | GR-S Alum Sport Pedals
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: Interior Footwell
Location: City



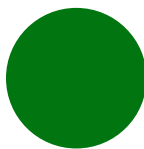
NOTE: We will frame to capture the floormats

Shotlist

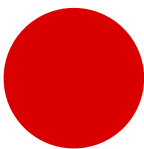
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED

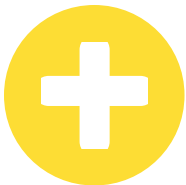


ANIMATED
GIF



NEW VIDEO
ASSET

43 MAJOR
MOTION



44 DETAIL
STATIC



45 MAJOR
MOTION



UVP Page - **Handling – GR Tuned Suspension**
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: Front
Location: City Bridge



UVP Page - **Technology | Standard 12.3” Digital Gauge Cluster**
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: Interior
Location: City Underpass



HEV Page - **Powertrain | PHEV Powertrain**
PHEV Page - **Powertrain | PHEV Powertrain**
Trim/Color: GR-S / Supersonic Red Bi-Tone
Angle: 7/8 Side Front
Location: City Riverside Roadway



Shotlist

46 + 47

MINOR
LIFESTYLE








MLP Page - **Gallery**

Trim/Color: Sport / Supersonic Red Bi-Tone

Angle: -----

Location: City




NOTE: With the recent updates to the gallery component on MLP and our goal to make the page more emotional, we'll leave 2 open spots in the shotlist for lifestyle photos focusing on our talent. These images will be used only in the full gallery. This flexibility allows our photographer to use their unique style to capture more emotionally-driven storytelling for each trim.

VEHICLE COLOR KEY:

- 
STORMCLOUD
- 
URBAN ROCK
- 
SUPERSONIC RED
W/ BLACK BI-TONE

KEY:

- 
NEW ASSET
- 
PICKUP
REVISED
- 
ANIMATED
GIF
- 
NEW VIDEO
ASSET

SHORT FORM VIDEOS

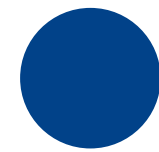
<10 seconds

Storyboards

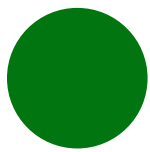
01 **Town & Country**
LIVE ACTION SFV
MLP Overview - Welcome Mat
TCOM
Trim/Color: **Core / Stormcloud**
Rugged / Urban Rock
Angle: Multiple
Location: Horse Ranch / Small Town



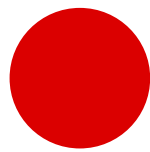
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET



Open on wide, low front angle of CORE driving through green rolling hills, alongside a wooden fence.



Vehicle takes a curve around a hill. Cut to side profile. Camera wraps to 3/4 rear.



Cut to overhead, crane shot of RUGGED driving down a coastal road. As the vehicle approaches a turnoff...



...cut to low angle rear of wheels navigating the rugged terrain.



Cut back to CORE in a reverse tracking 3/4 rear as vehicle drives away.



Cut to front 7/8. The car is trailed by a small dust cloud as it leaves the frame.

Storyboards

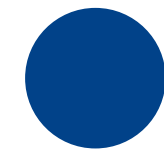
02 Home Sweet Home

LIVE ACTION SFV

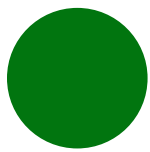
Technology - Feature Tile
12.9" MM Touchscreen
TCOM
Trim/Color: **Core / Stormcloud**
Angle: Multiple / Interior
Location: Suburban neighborhood



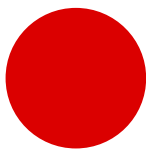
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET



Open on exterior of CORE parked into a suburban driveway on a sunny day.



Cut to interior backseat. 2 tweenagers are settling in -- fastening their seatbelts and talking excitedly.



Cut to a closeup of the mom's hand using the 12.9" MM Touchscreen to enter a map route to their destination.



Cut to, mom and dad in the front seats. The mom (passenger) looks into the backseat with an eager "You ready?" look.



Cut back to CORE beginning to pull out of the driveway.

Storyboards

03 Drive to Dive

LIVE ACTION SFV

Performance and Capability - Pop-up Modul
Multi-Terrain Monitor
TCOM
Trim/Color: Rugged / Urban Rock
Angle: Multiple
Location: Coastal Drive



Open on exterior of RUGGED rolling down a coastal dirt road with some loose rocks.



Cut to interior close up of the 12.9 inch MM touchscreen showing the view of the MTM

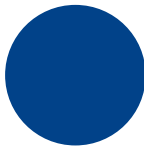


Cut to close up of the all-terrain tire, kicking up some dirt and avoiding any rocks that are too "off-road" for the trim.

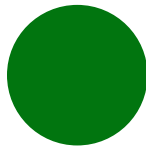


Cut to: wide angle of vehicle, continuing down the coastal dirt path.

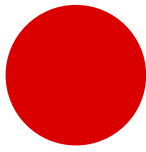
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET

Storyboards

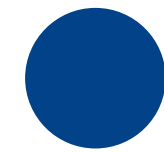
04 Zip Into Action

LIVE ACTION SFV

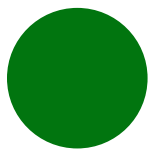
Performance - Welcome Mat
TCOM
Trim/Color: **Sport / Supersonic Red**
Angle: Multiple
Location: City



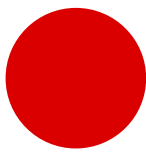
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET



Start with an aerial drone shot that swoops down from a above to follow SPORT as it drives down a city street.



Cut to a vehicle turning onto an onramp.



Cut to interior as the driver continues the turn. They are visibly having fun.



Cut to, revolving side tracking shot curcling the SUV as it accelerates onto a highway.



Cut to closeup of the grill..



Camera pulls wide to a dead-on front angle as SPORT drives under camera and out of frame.

Storyboards

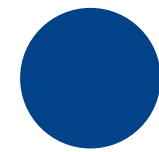
05 Style Lauch

LIVE ACTION SFV

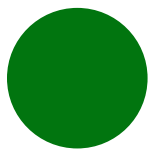
Overview - Interior and Comfort
Pop-up Modal - Modern Interior Cabin w/ Driver Cockpit TCOM
Trim/Color: **Sport / Supersonic Red**
Angle: Interior
Location: City



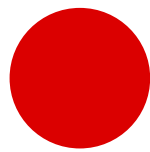
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET



Open on the open driver-side door. SPORT is parked underneath a bridge at night. Twinkling lights of the city are in the distance.

NOTE: We will attempt to frame the shot wide enough to capture the scuff plates



Cut to sport pedals detail.



Camera pans down contrast seat stitching, showing a small corner of the FAMILY logo



Cut to: slow pan across steering wheel, making sure to capture the paddle shifters in frame.



Cut to close up on center console. Pan dash, showing full IP and Driver POV.



Cut to wide dash, showing full IP and Driver POV.

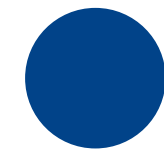
CGI Video

06 MAJOR MOTION

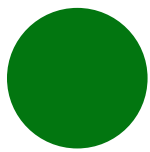


HEV Page - **Technology | Traffic Jam Assist**
Trim/Color: Core / Stormcloud
Angle: 7/8 Side Front
Location: City

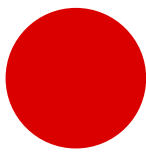
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CG ASSET

We have already bid for this.
It is bid for \$14,000.00

LONG-FORM VIDEO RAV4

1-minute+

Storyboards

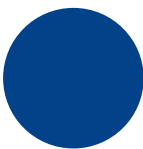
01 A League of Its Own

LIVE ACTION LFV

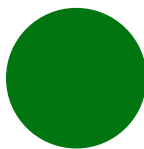
MLP Overview - Long Form Video
TCOM
Trim/Color: Limited / Stormcloud
Woodland / Urban Rock
Angle: Multiple
Location: Multiple



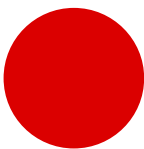
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



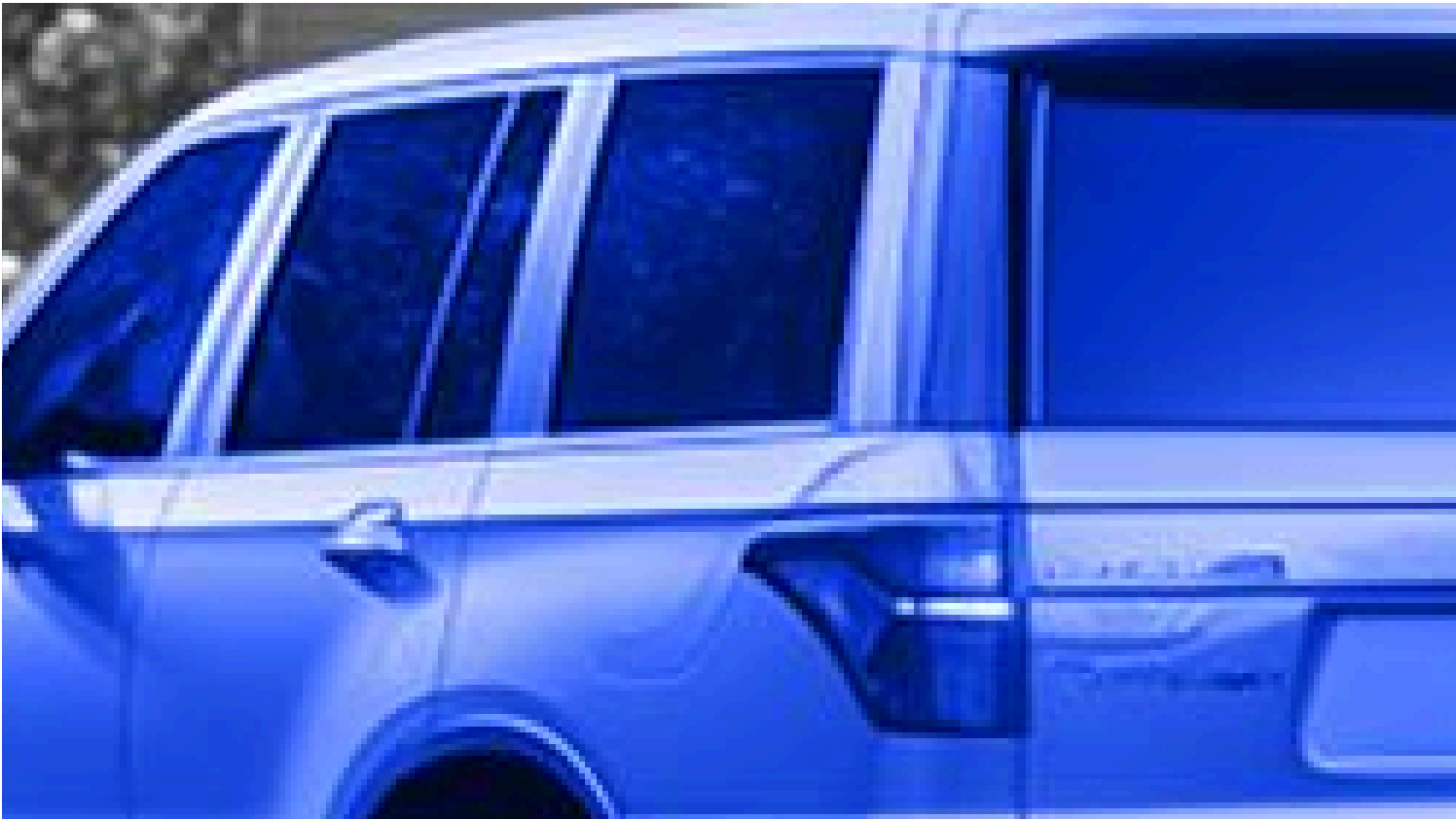
INT. SUBURBAN HOME - MORNING

We open in a suburban kitchen pushing past the kitchen counter and past the words of the Super towards the window.

SUPER: Introducing the all-new RAV4



Outside the window LIMITED sits parked in the driveway where we see its exterior style for the first time before. A DODGEBALL PLAYER decked out in colorful team clothing walks towards Limited and camera ZOOMS through the window glass to the outdoors...



EXT. SUBURBAN HOME DRIVEWAY

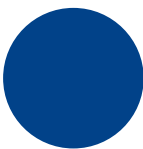
...and continues to ZOOM into the window of Limited as our guy gets into the driver seat.

SUPER: RAV4 Limited

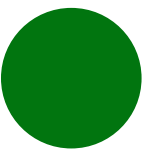
Note: We should see the HEV badge from this angle.

Storyboards

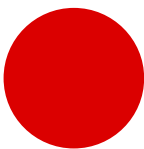
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



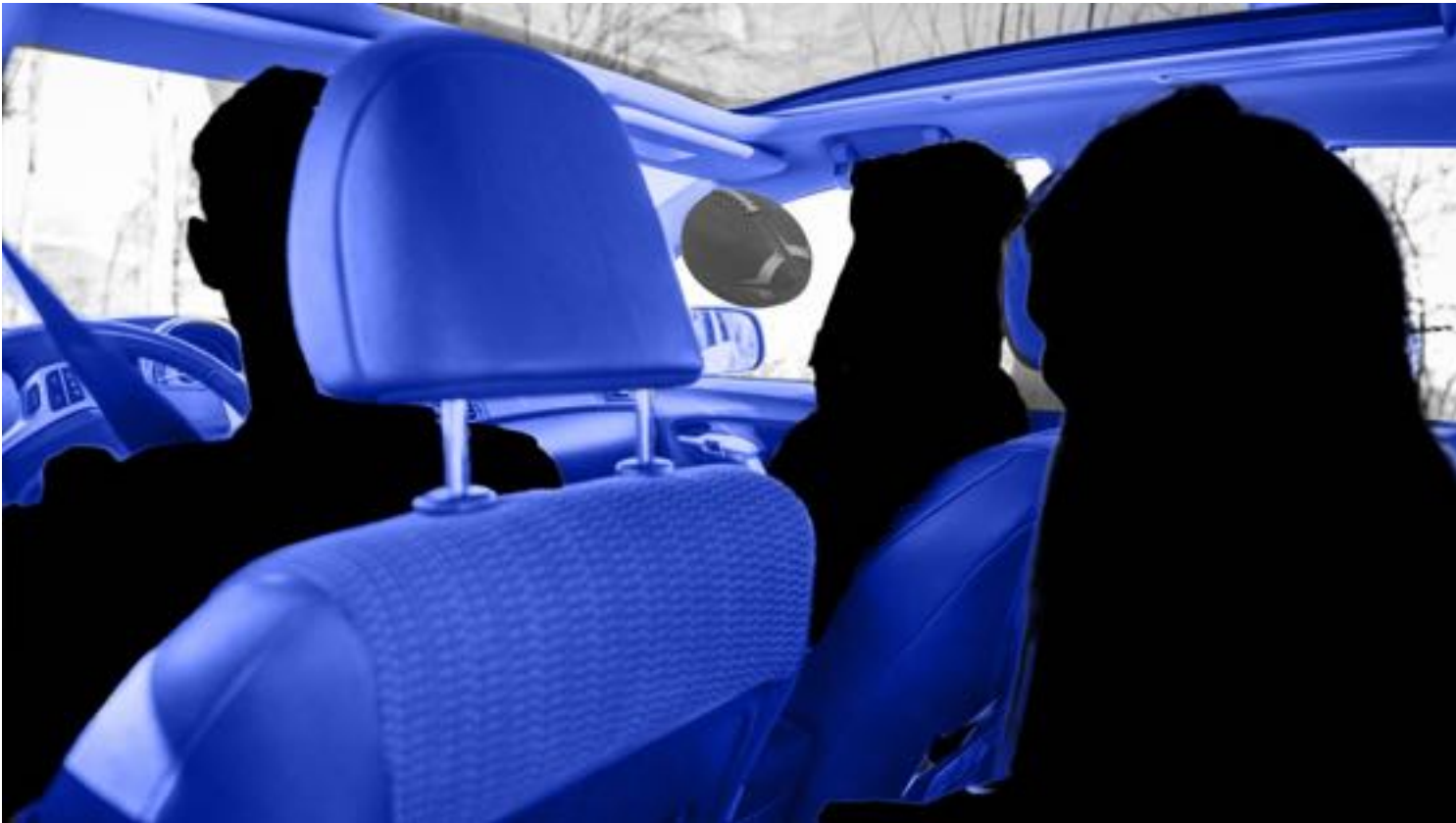
PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



INT. LIMITED/EXT. SUBURBAN HOME DRIVEWAY
Inside, OTHER DODGEBALL FRIENDS toss a dodgeball from rear passenger to rear passenger, to front passenger...



...their hands catching it right next to the 12.9-inch Multimedia Touchscreen as our driver pulls up a map to their rec center.

SUPER: 12.9-Inch Multimedia Touchscreen



Camera WHIP PANS out the front passenger window into...

Storyboards

02 A League of Its Own

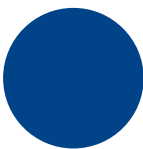
LIVE ACTION LFV

MLP Overview - Long Form Video
TCOM
Trim/Color: Woodland / Urban Rock
GR SPORT / Supersonic Red
Angle: Multiple
Location: Multiple

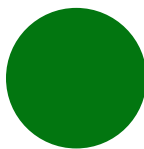


Client noted that it doesn't need to be a "LAKE HOUSE", we can use a house that is more cost effective to location mapping if needed.

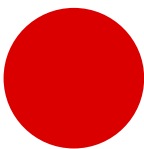
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



EXT. WOODLAND - LAKE HOUSE
Open on the underside of GALOSHES running outdoors (no tilt up) the galoshes gain distance on the camera, so we see TWO TWEENS run towards WOODLAND where MOM and DAD are setting up lawn chess pieces nearby.

SUPER: Toyota RAV4 Plug-In Hybrid



Woodland is plugged in at a home charger and we begin to see Woodland's exterior style.

SUPER: RAV4 Plug-In Hybrid Woodland

Note: Updated orientation so we can see charge port on driver side to tell the charging story better. I believe we plan to add the actual port in post if we do not have the PHEV prototype available.

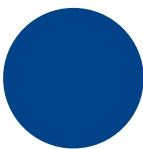


We go with Dad as he heads back to unload another chess piece showing Woodland's vast rear cargo space. Dad grabs a black chess piece and wipes camera with it.

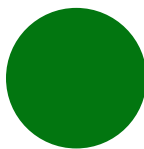
SUPER: Up to XX Cubic Feet of Cargo Space

Storyboards

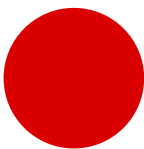
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

This engine scene transition is being made in CG through our post vendor, PXP.

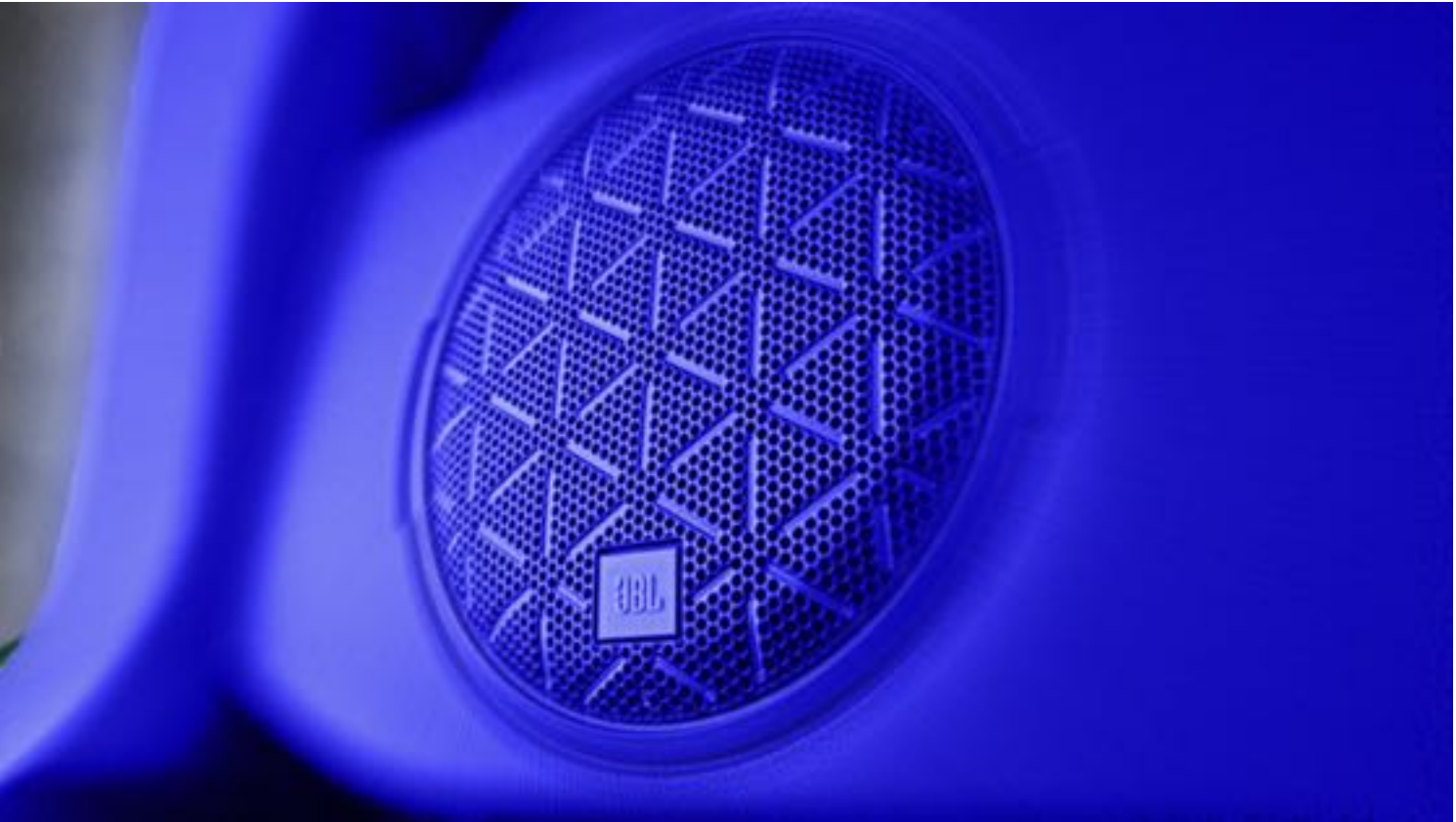


...and PUSH INTO one of the air vents.



While we are traveling through the internal mechanisms of the vehicle, we start to hear music and emerge from...

Note: We will travel so quickly through the internal we won't really be able to make out particulars - similar to the Fast & Furious reference mentioned last meeting.

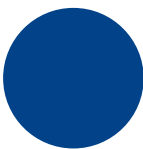


INT./EXT. LIMITED - CITY HOME DRIVEWAY
PULL OUT of a JBL speaker.

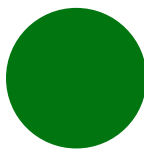
SUPER: 9-Speaker Premium JBL Audio System

Storyboards

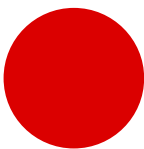
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



We FLY OUT the back of LIMITED seeing both inside and outside in a full rear. A FURNITURE FLIPPER GUY grabs a small side table from inside. FURNITURE FLIPPER GAL paints a dresser inside the open garage in the distance.



Furniture Flipper Guy uses a kicking motion under the rear bumper to activate the hands free power liftgate. The trunk closes wiping frame to reveal...

SUPER: Hands-Free Power Lift Gate

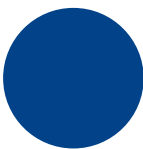


EXT. WOODLAND – FREE DIVER COVE
Woodland pulls up to a cove on an oceanside cliff– a safe distance from the edge. A FREE DIVER puts on a snorkel.

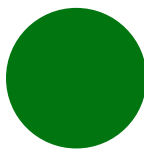
SUPER: Integrated Rigid Industries Fog Lights

Storyboards

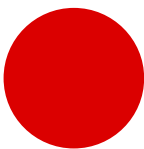
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



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W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



INT. WOODLAND – FREE DIVER COVE
We FLY THROUGH Woodland’s unique seat design, passing over the back seats and land in the open cargo space. ANOTHER FREE DIVER charges an underwater camera with the 1500W AC power outlet.

SUPER: 1500-Watt AC Power Outlet

Note: Camera will be inexpensive.



She perches on the Woodland grade’s bumper in her wetsuit reviewing the images on the camera. We WRAP AROUND her (possibly even over the shoulder) to reveal the distinct Woodland All-Weather Mats in the rear cargo.

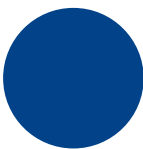
SUPER: Woodland All-Weather Mats



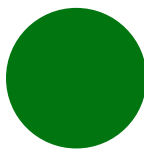
Then PUSH IN to the camera to see her click through shots of her friend free diving before we see a frame of bubbling ocean water and then we PUSH FURTHER INTO the water on screen before PULLING OUT to...

Storyboards

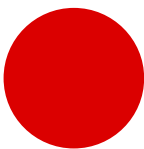
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



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W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



EXT. LIMITED – CITY STREET YOGA STUDIO
...a puddle, a few final raindrops hitting the surface,
a reflection of Limited in it. Limited’s Available 20-
inch wheel splashes through

SUPER: Available 20-Inch Wheels



as we PULL OUT even more to show Limited’s AWD
handling the wet road with ease.

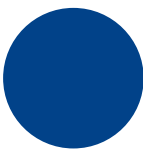
SUPER: All-Wheel Drive



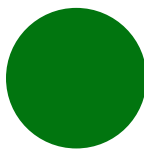
It parks outside a yoga studio, PEOPLE DOING YOGA
POSES inside.

Storyboards

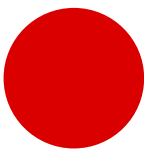
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STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



Camera PUSHES IN towards Limited’s stylish headlight into the bulb before PULLING BACK OUT of...

SUPER: LED Headlights



EXT. WOODLAND – COUNTRY ROAD – DAY
...Woodland’s headlight.

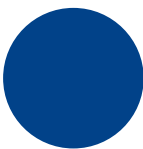


Camera PULLS AROUND and UP to reveal Woodland’s roof rails.

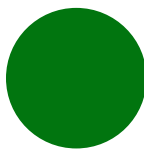
SUPER: Raised Roof Rails with Crossbars

Storyboards

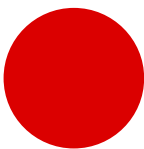
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KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



Limited drives past in the opposite direction. As camera ROTATES 180, we catch the rear of Limited driving...



... and ZOOMS INTO its rear window.



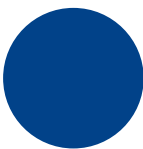
INT. LIMITED – HORSE RANCH ROAD – DAY
We push past TWO TWEENS with their tablets plugged in towards MOM and DAD.

SUPER: Up to 5 USB Charging Ports

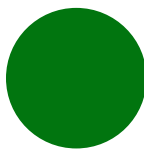
SUPER: Dual Wireless Charging

Storyboards

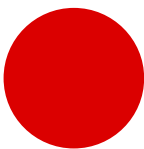
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URBAN ROCK



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KEY:



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PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET

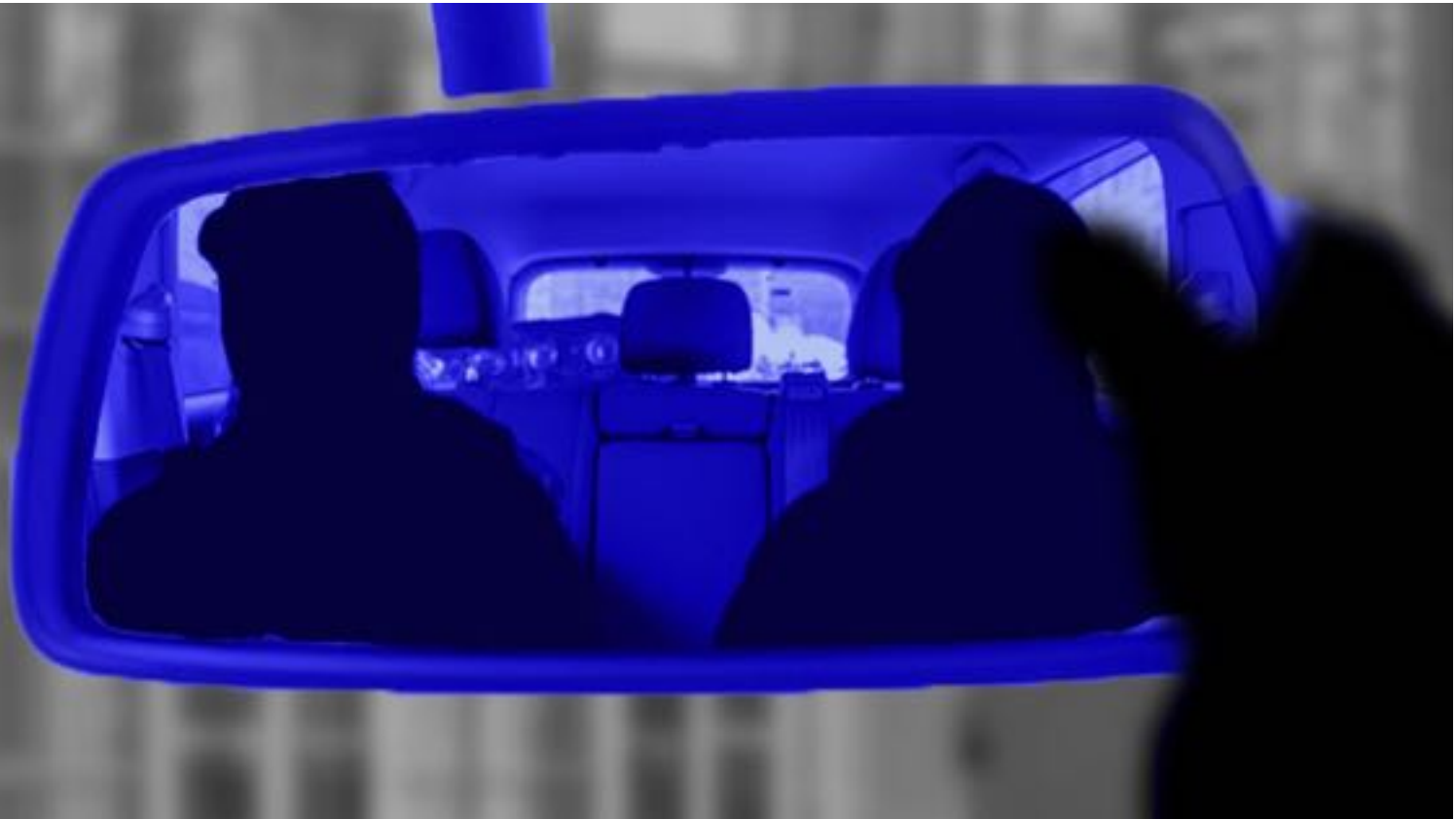


We pass mom and dad, CLOSER ON the Digital Gauge Cluster where we hear and see the Front-Cross Traffic Alert and he calmly puts on the brakes.



RACK FOCUS to a TRACTOR crosses the dirt road in front of them and see HORSES in corrals to either side of the road.

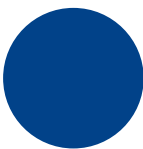
SUPER: Front-Cross Traffic Alert



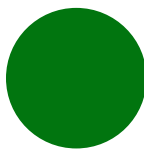
Dad checks the rearview mirror and sees the kids getting excited looking at the horses out their window. He flips the digital rearview on.

Storyboards

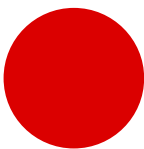
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PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



A different road appears in the digital rearview mirror we TILT DOWN and PULL OUT to reveal...

SUPER: Digital Rearview Mirror



INT. WOODLAND – BOOT CAMP ROAD
...we are inside Woodland now on a grassy dirt road. We see the interior styling of Woodland and the Multi-Terrain Monitor in action.

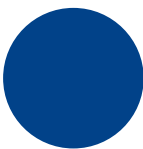
SUPER: Multi-Terrain Monitor with 360-degree view



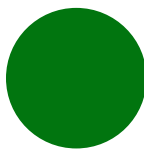
On screen we see the undercarriage travel across dirt, grass, and small rogue rocks. Camera PUSHES into the image of the grass and dirt beneath terrain on the monitor to...

Storyboards

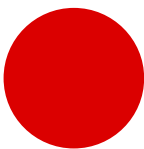
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KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



EXT. WOODLAND – BOOT CAMP GRASSY DIRT ROAD
The dirt and grass in real life. We see Woodland’s POV of PEOPLE working out at a boot camp climbing a wood wall, running through tires etc.



Woodland drives into its own POV so we get a wide view of its Woodland performance bumping across the uneven terrain.

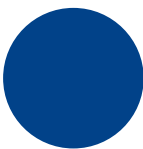


CUT TO insert on all-terrain tires kicking up a few loose rocks.

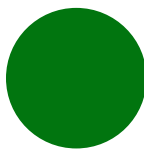
SUPER: 18-Inch All-Terrain Tires

Storyboards

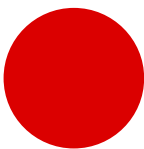
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KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



CUT BACK to Woodland driving TILT UP to clouds.



EXT. METROPOLITAN HOME - DAY
The clouds become a reflection of clouds on Limited's panoramic roof and we start to PULL OUT to show that we're now in a different location.

SUPER: Panoramic Roof Glass Roof
SUPER: with Power Tilt/Slide

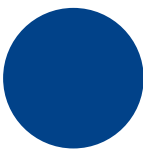


Camera PULLS OUT and BOOMS DOWN to a profile on Limited parked in front of a metropolitan home as a COUPLE step out, their DOG runs to the gate to greet them. As they start walking towards the door camera WRAPS AROUND to the rear and pushes in on BADGE.

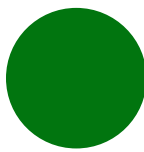
SUPER:
Toyota RAV4
Countless reasons to make it your own.

Storyboards

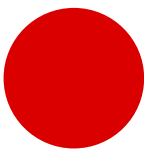
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



Camera PULLS around to the rear and pushes in on the badge.

SUPER:
Toyota RAV4
Countless reasons to make it your own.

LONG-FORM VIDEO RAV4 PHEV

1-minute+

Storyboards

02 A League of Its Own

LIVE ACTION LFV

MLP Overview - Long Form Video
TCOM
Trim/Color: Woodland / Urban Rock
GR SPORT / Supersonic Red
Angle: Multiple
Location: Multiple



EXT. WOODLAND - LAKE HOUSE
Open on the underside of GALOSHES running outdoors (no tilt up) the galoshes gain distance on the camera, so we see TWO TWEENS run towards WOODLAND where MOM and DAD are setting up lawn chess pieces nearby.

SUPER: Toyota RAV4 Plug-In Hybrid



Woodland is plugged in at a home charger and we begin to see Woodland's exterior style.

SUPER: RAV4 Plug-In Hybrid Woodland

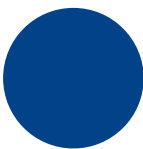
Note: Updated orientation so we can see charge port on driver side to tell the charging story better. I believe we plan to add the actual port in post if we do not have the PHEV prototype available.



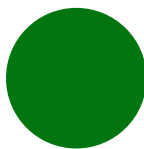
We go with Dad as he heads back to unload another chess piece showing Woodland's vast rear cargo space. Dad grabs a black chess piece and wipes camera with it.

SUPER: Up to XX Cubic Feet of Cargo Space

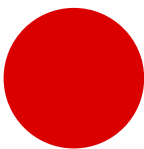
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



NEW ASSET



PICKUP
REVISED



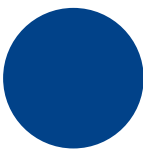
ANIMATED
GIF



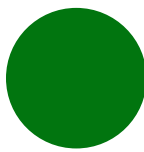
NEW VIDEO
ASSET

Storyboards

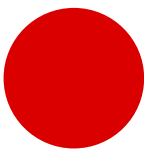
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PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



EXT. GR SPORT – CITY RIVER DRIVE
We pull out of the pavement and TILT UP to reveal rear GR SPORT in a full rear driving shot.

CAMERA CHASES and PUSHES INTO the rear window through the glass into...

SUPER: The First-Ever RAV4 Plug-In Hybrid GR SPORT

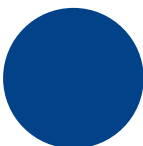
INT. GR SPORT – CITY DRIVE LATE AFTERNOON
We push inside GR SPORT passing by a GUY and see TWO MORE GUYS in the front. They’re well-dressed ready for a boy’s night out somewhere cool. We see them joking around, one’s using their phone and laughing.

MOVING UP to the front seats we showcase the dash with its unique accents and the 12.9-inch Multimedia Touchscreen with a map that shows they’re heading to “The Secret Spot.”

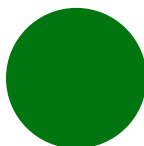
SUPER: 12.9-Inch Multimedia Touchscreen

Storyboards

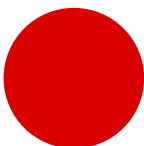
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REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



PAN to guy who tells his friends to watch this, hands on the steering wheel he downshifts to a lower gear using the paddle shifters.

SUPER: Available Paddle Shifters



Takes a smooth turn with the BADGE-tuned power steering where we, of course, could not miss the BADGE on the wheel.

SUPER: GR-Tuned Power Steering

SUPER: 3 Powertrain Drive Modes



Pushing past the steering wheel to the digital gauge cluster we see GR SPORT Drive Mode on the screen (or we could show EV drive mode instead).

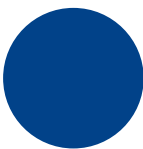
SUPER: Electric Mode (EV)

SUPER: Hybrid Mode (HV)

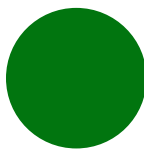
SUPER: Auto Electric/Hybrid (EV/HV)

Storyboards

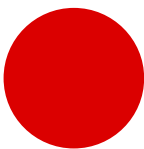
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STORMCLOUD



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KEY:



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PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



TILT/PAN to show driver activating trail mode, TILT UP to reveal



Woodland's Digital Gauge Cluster in Trail Drive Mode.

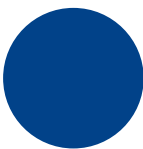
SUPER: Woodland Trail Drive Mode



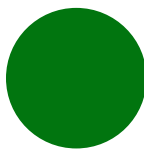
INT. WOODLAND - BOOT CAMP ROAD
We pull back showing more of the unique details of the Woodland dash and MOVE TOWARDS the Multi-Terrain Monitor in action.

Storyboards

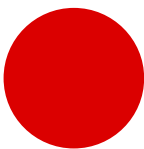
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NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



The screen shows the undercarriage travel across dirt, grass, and small rocks. Camera PUSHES into the image of the grass and dirt terrain on the monitor to...

SUPER: Multi-Terrain Monitor with X-degree view



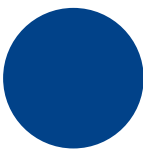
EXT. WOODLAND – BOOT CAMP GRASSY DIRT ROAD
The dirt and grass in real life. We see Woodland’s POV of PEOPLE working out at a boot camp climbing a wood wall, running through tires etc.



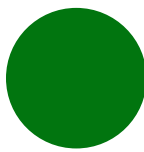
Woodland drives into its own POV so we get a wide view of its Woodland performance bumping across the uneven terrain.

Storyboards

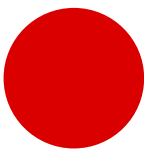
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ASSET



As we begin to see the rear we WRAP slightly and PUSH IN on the all-terrain tires turning up light dust.

SUPER: 18-Inch All-Terrain Tires



As the tires rotate, we push into the center cap taking us to...

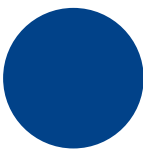


EXT. GR SPORT – ZIPLINE BRIDGE – SUNSET
...the center cap on GR SPORT, PULL OUT to show off the 20-Inch Wheels with Performance Tires. The tire comes to a stop giving us a great view of the brake calipers.

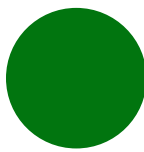
SUPER: 20-Inch Wheels with Performance Tires

Storyboards

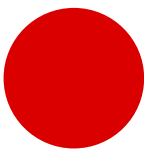
VEHICLE COLOR KEY:



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NEW ASSET



PICKUP
REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



As they take off again, we PULL WIDER to see profile on GR SPORT sweeping across the bridge, zipliners in the background over the city river.

SUPER: 0-60 in X.X Seconds



WRAP AROUND to a WIDE 3/4 REAR on GR SPORT and PUSH TIGHT on spoiler. TILT down further to show CLOSE on distinct tail light. PUSH IN on blur of red tail light.

SUPER: Functional Rear Spoiler

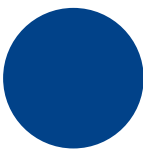
SUPER: Distinct LED Tail Light



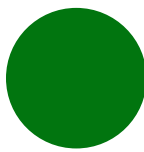
EXT. ZIPLINE LAUNCH PARKING
Tilt down from a blur of red neon lights to reveal the Zip Line Launch Building as a couple exits the vehicle.

Storyboards

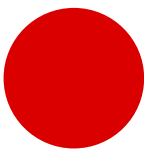
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REVISED



ANIMATED
GIF



NEW VIDEO
ASSET



INT. GR SPORT/ EXT. ZIPLINE LAUNCH PARKING
We push inside the front driver side door revealing aluminum GR SPORT pedals before PULLING WIDER to show the GR-inspired interior style.

SUPER: Aluminum Sports Pedals



SofTex seats' unique pattern, red stitching, red accents, and the GR SPORT badge.

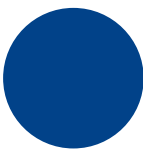
SUPER: GR-Inspired Interior Style



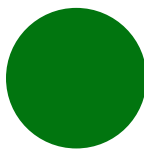
As the woman shuts the door, we PUSH OUT the window to the passenger side mirror and continue to PUSH IN until the side mirror reflection fills the frame.

Storyboards

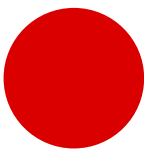
VEHICLE COLOR KEY:



STORMCLOUD



URBAN ROCK



SUPERSONIC RED
W/ BLACK BI-TONE

KEY:



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EXT. WOODLAND – COUNTRY ROAD – DAY
We PULL OUT of Woodland’s driver side mirror...



We PULL WIDER and BOOM UP to show Woodland’s Raised Roof Rails.

SUPER: Raised Roof Rails with Crossbars



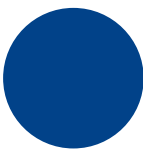
Woodland drives over camera, it’s front faux skid plate visible before its undercarriage blacking out the frame.

SUPER: Trail Tuned Suspension with Increased Ride Height

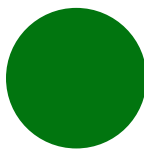
Note: We will make sure this transition quickly blacks out the camera taking us to the tunnel so we don’t have time to analyze the undercarriage.

Storyboards

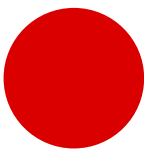
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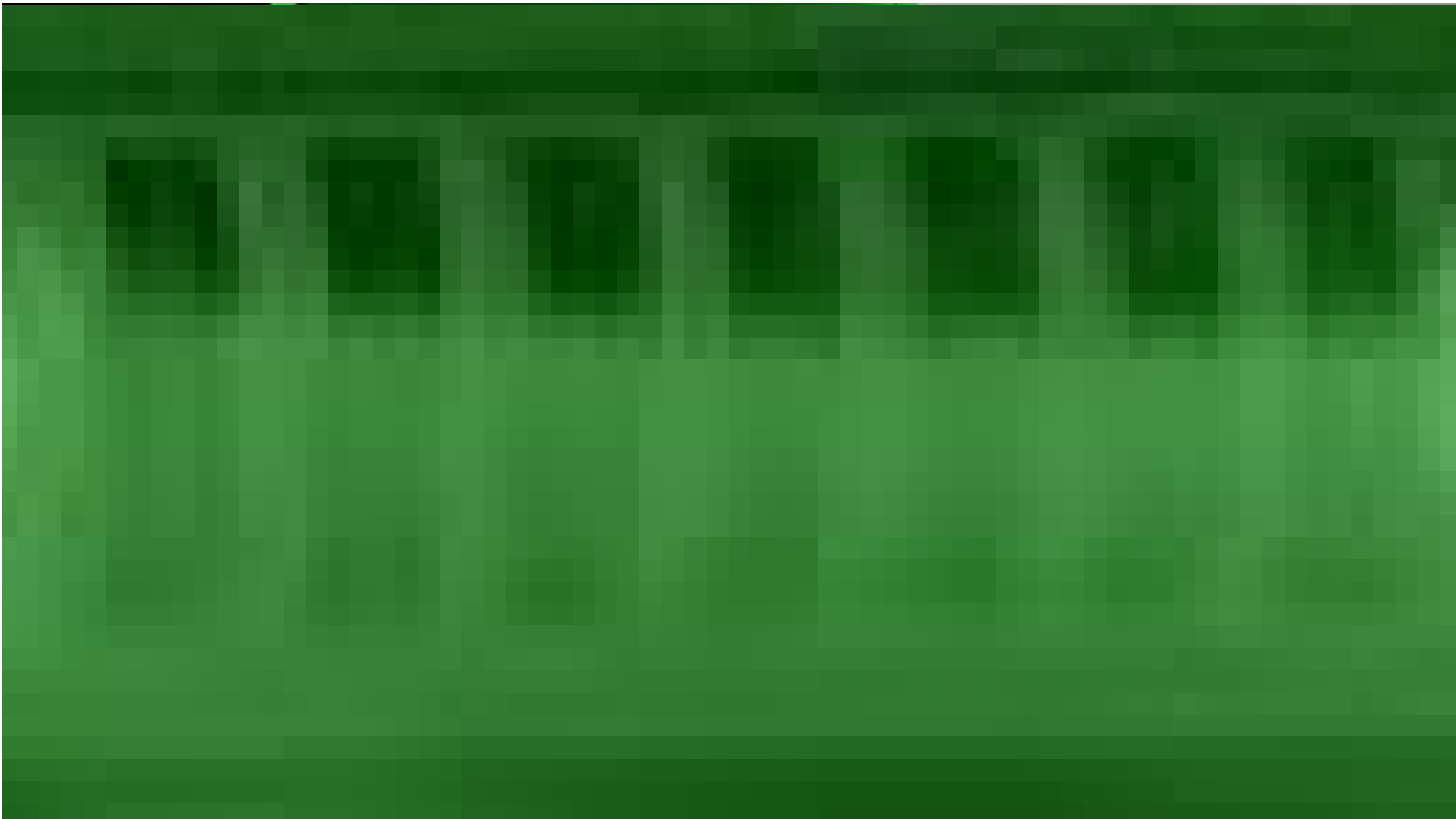


EXT. GR SPORT - TUNNEL – DAY
In a tunnel pull out GR SPORT approaches us head on at a quick, but legal speed.

SUPER: Up to 320 Combined System Net Horsepower



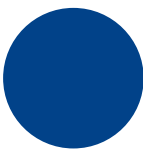
We zip into the front grille of GR SPORT and...



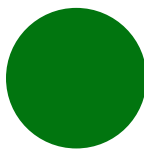
EXT. WOODLAND – FREE DIVER COVE
...pull out of Woodland’s front grille revealing...

Storyboards

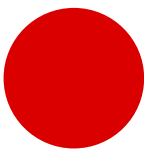
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...it parked on a cliff – a safe distance from the edge with a light haze passing across the fog lights. A [FREE DIVER](#) puts on a snorkel. We PUSH INTO the front windshield of Woodland.

SUPER: LED Headlights & Fog Lights



INT. WOODLAND – FREE DIVER COVE
We FLY THROUGH Woodland’s unique seat design, passing over the seats and all weather cargo mats before landing in the open cargo space. ANOTHER FREE DRIVER charges an underwater camera with the 1500W AC power outlet.

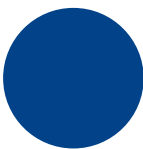


Camera WRAPS AROUND our diver to reveal the distinct Woodland All Weather Mats in the rear cargo.

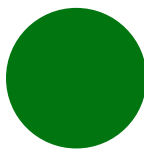
SUPER: Woodland All Weather Mats

Storyboards

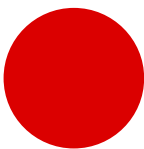
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Then we PUSH IN on the electrical cord of the camera and follow it to the outlet revealing interior electrical circuits of the car.

SUPER: 1500-Watt AC Power Outlet



PULL OUT to follow a charging cord. Magical CGI winds through the cord like we are the electricity until we land on the charging port. Condo Guy's hand is on the plug in the car port.



Suddenly he takes his hand off the plug, and we WHIP OUT to see GR SPORT charging and the charger in a full wide revealing GR SPORT parked by a home charger in the condo garage. We WRAP AROUND the passenger side PULLING TO A REAR.

SUPER: Manufacturer-estimated 50 miles all-electric range at the ready.

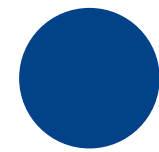
Storyboards



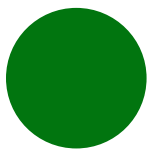
PUSH IN on RAV4 BADGE.

SUPER:
Toyota BADGE
Countless reasons to make it your own.

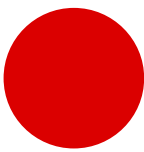
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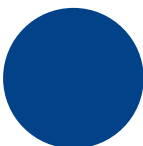
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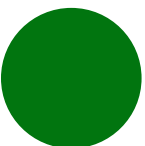
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Super Examples

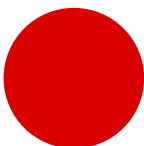
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