



MY23 C53L Product Video

Sep 1, 2021

LIVE FOR THE MOMENT

There's a euphoric relationship between man and machine. Our connection with technology is undeniable. The vehicles we own are an extension of our thoughts, dreams and ambitions.

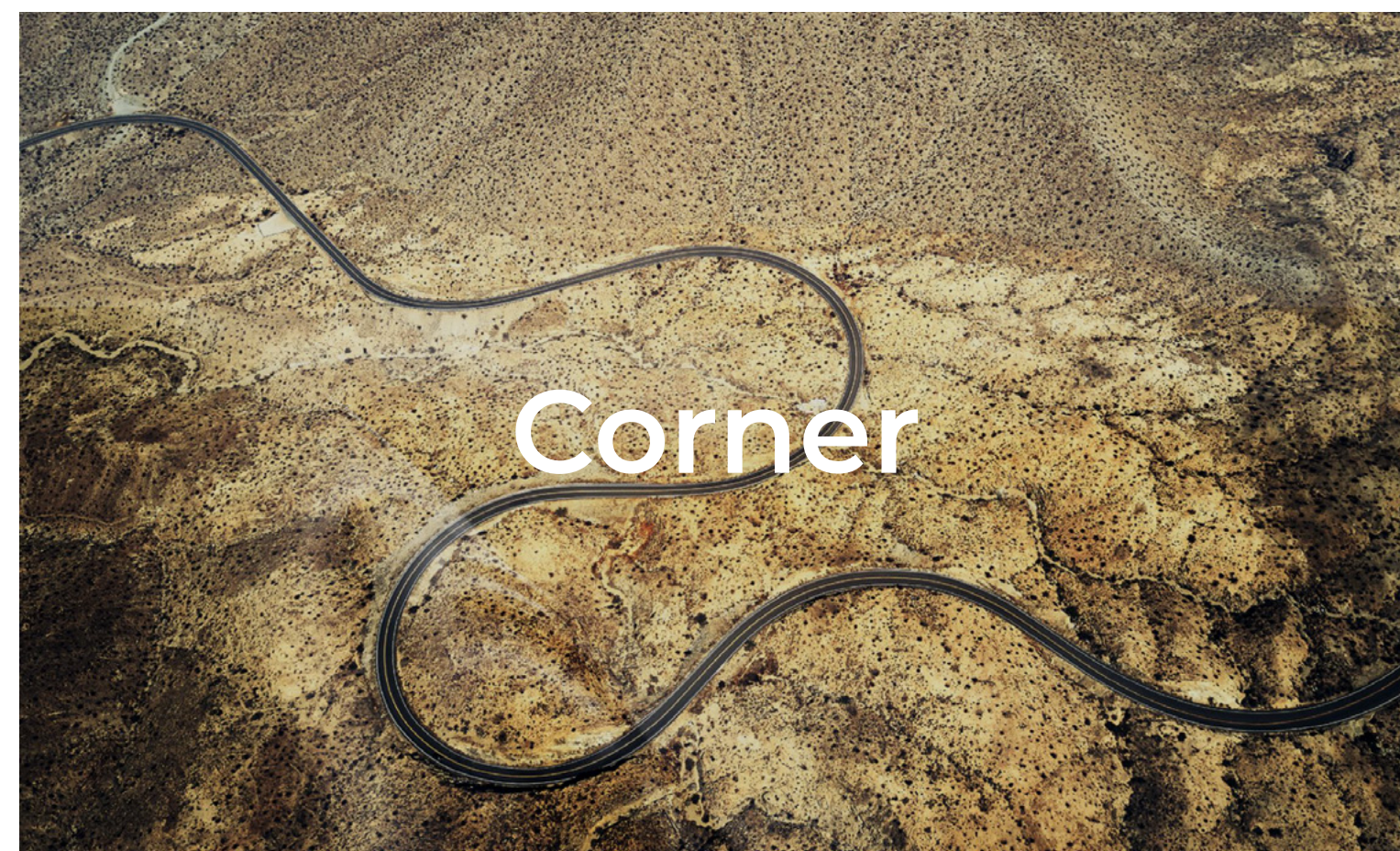
Z Moments

Idea: Z moments tells the story of the Z through three vignettes that will resonate with the enthusiast – Launch, Corner, Night Ride.

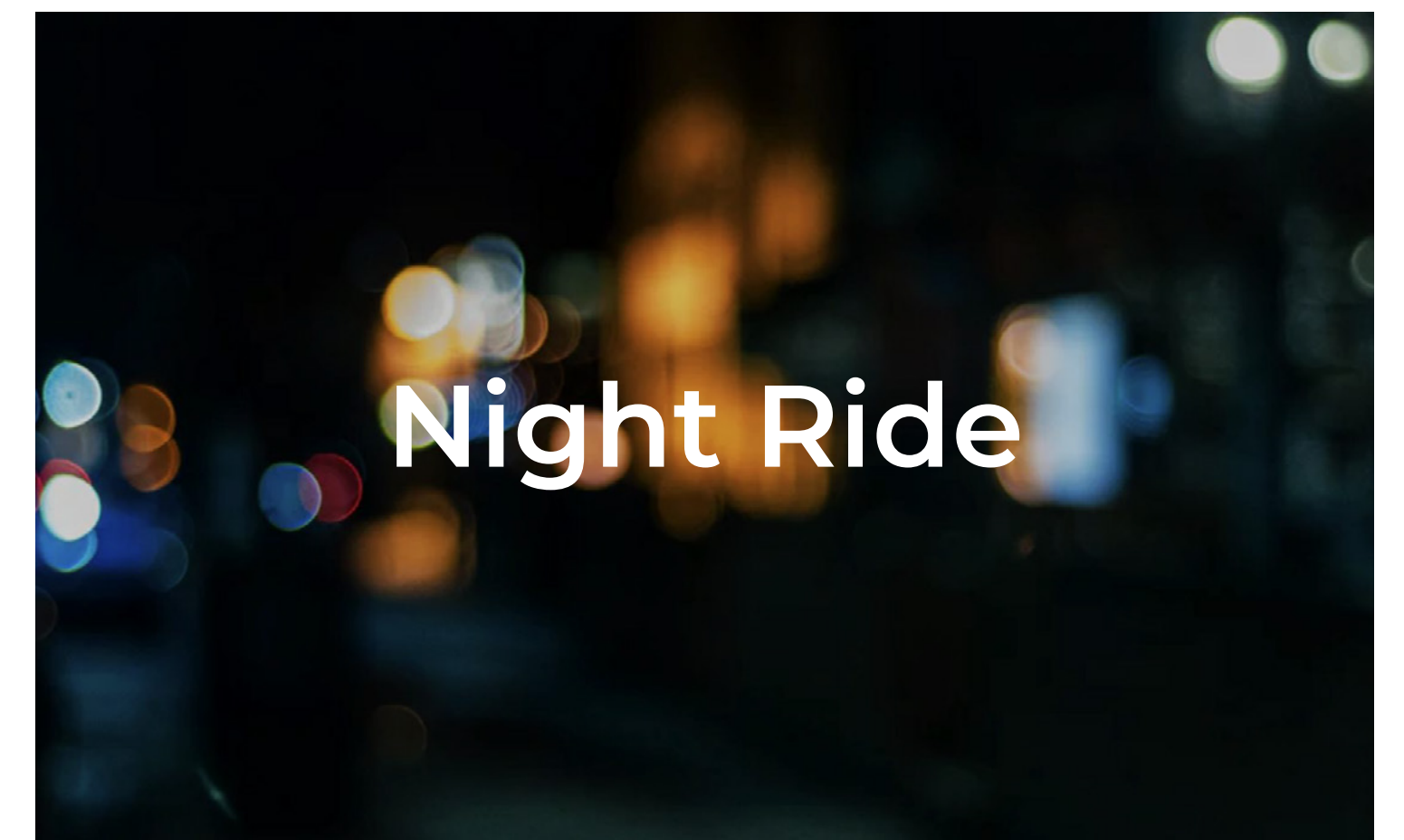
Execution: Visually, it varies between almost frenetic fast cuts and slow motion to show both the exhilaration and when time stands still. Also an opportunity to add in Supers, and give the viewer time to read.. The VO is sparse – a spoken word-style intro that sets the moment, and then the rest will be the ambient sound of the Z – just how an enthusiast would want.



Launch is our acceleration/power story. It's early morning – We see the Z idling on a closed road with a launch in the distance. As the accelerates away, we call out key performance features, ending in with a loud spine-tingling roar as the Z rockets through the launch.



Corner is our handling story. It's later in the day, and our Z is on a seriously twisty road. As we see a graphic pointing out the type of turn – "Sweeper" we see the driver smile, hit the sport brakes, drop a gear and punch it – he's going for it. We call out key handling components and the feeling only a Z can provide.



Our design/interior story., The Z is cruising through the city. As we see the lights reflect and pour over the Z we call out key styling details. We cut to the interior where the driver is bathed in the light of the Digital Dashboard and Info-tainment display. We call out key interior and connectivity.



Content Outline

Features

LAUNCH

- Twin Turbo Engine
- Launch Control
- Clutch-type Limited-slip Differential
- Sport Gauges w/ Shift Light
- Driver's seat cut outs
- Reinforced 1st and 2nd gear synchros
- Performance Brakes
- 6-speed manual with Synchro Rev Match

CORNER

- SynchroRev Match
- Electric-assist power steering
- Built-In Knee Pad
- Bolstered seat with anti-submarine pad
- Lightweight components, with monotube shocks
- 19" forged alloy wheels and performance tires
- 50/50 Dynamic Weight Balance

NIGHT CRUISE

- Long Nose
- 240Z-Inspired Headlights and Grille
- 300 ZX- Inspired Taillights
- Katana Blade Finisher
- 2-Tone Exterior
- Iconic Triple Pod Cluster
- Touch-Sensitive Steering Controls
- Driver-Selectable Digital Gauges
- 9" touch-screen w/Android Auto
- Bose Premium Audio System



VIDEO REFERENCES

<https://slice-films.com/pennzoil-demon>

[Cinematography: interior / exterior, sound design - Car action a little too stuntley, but right energy]

<https://slice-films.com/pennzoil-thering>

[Cinematography: interior / exterior, sound design - Car action a little too stuntley, but right energy]

<https://youtu.be/tcR6zHBJ4A>

[Sound design]

<https://youtu.be/rcw9K7n5sJ0>

[Sound design]



[C53L MOMENTS]


LAUNCH





MY23 C53L Vignette // Launch

L 1

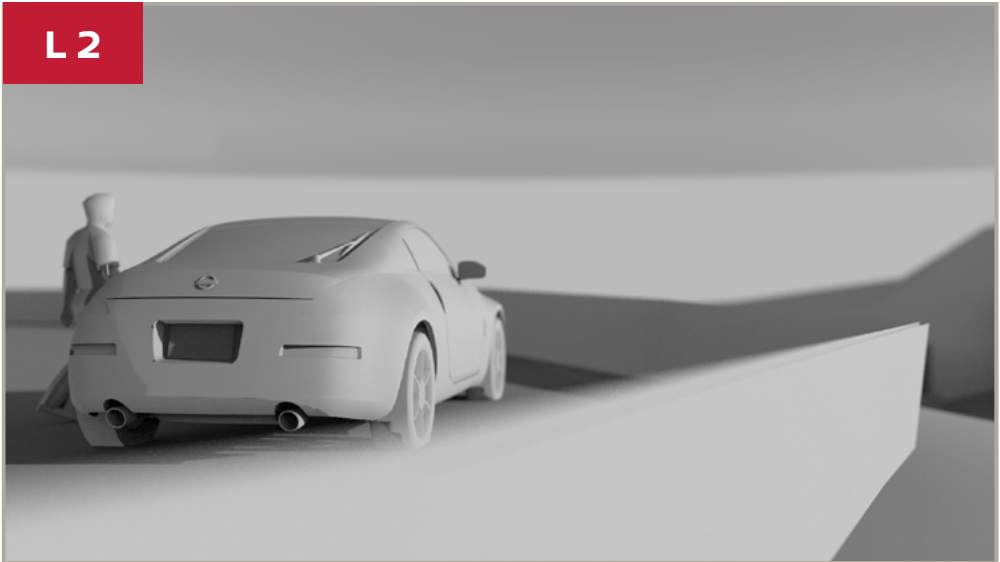


Open with a beautiful wide drone shot, we see the Z parked in a turnout with an epic landscape beyond. The talent is at the guardrail looking at the road ahead. The Camera rushes in, as the talent turns to walk towards the car. It sweeps over the Z and reveals the road to come - snaking through the terrain.

VO: **You rose before dawn**

SFX: Ambient environmental sounds: birds, wind, leaves rustling.

L 2



The camera rises from behind the guard rail revealing the Z. As it rises it trucks from a passenger side rear 7/8 to a rear 3/4 as the talent approaches and opens the door.

VO: **Drove two hours for 20 seconds...**

SFX: Ambient environmental sounds continue, with sounds of footsteps, door opening.

L 3



Starting favoring the center stack the Camera dolly's back and pans left to show more of the seats as the talent enters the vehicle.

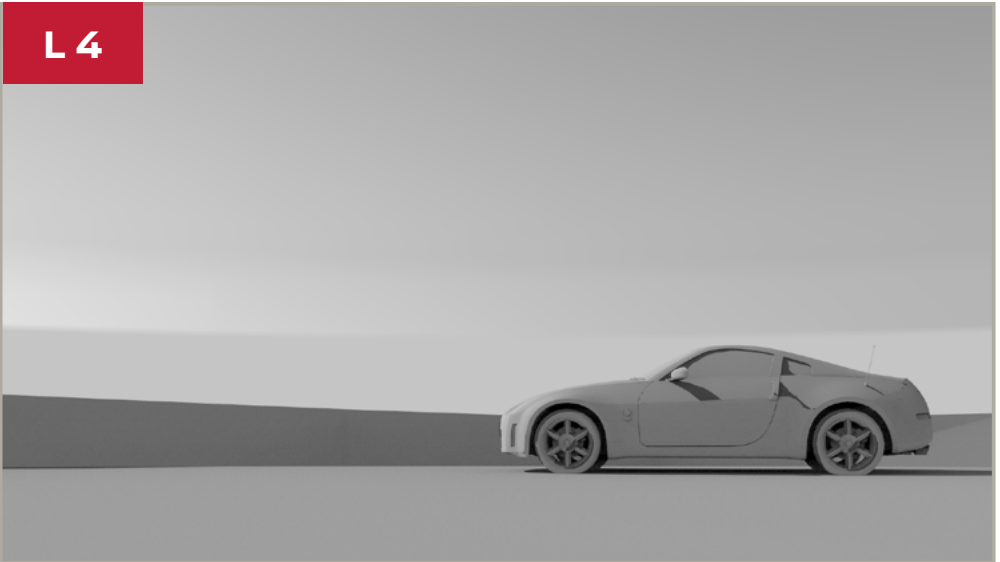
VO: **...of pure adrenaline.**

SFX: Muffled exterior sounds, talent getting in.



Cut to quick cuts of the vehicle's driving footage (Front & Rear)

L 4



Cut to a static wide beauty shot of the vehicle's profile. Camera wraps around the rear (trucks) starting from a profile and ending on a rear 7/8. As the talent closes the door.

VO: **Crazy? Maybe.**

SFX: Ambient environmental sounds continue, door closing.

L 5



Cut to an over the shoulder shot as the talent starts the car, the camera racks focus from the talent to the road ahead.

VO: **Skyline drive, staring you down.**

SFX: Sound of the engine starting from the inside. Cockpit noises.

L 5B

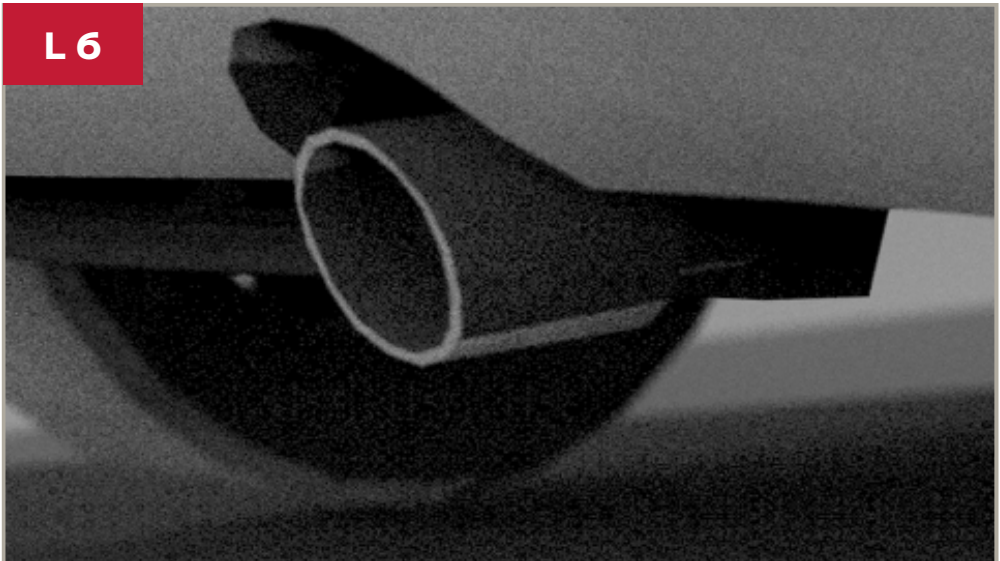


L 5C



B-roll footage of the talent's hands and eyes

L 6

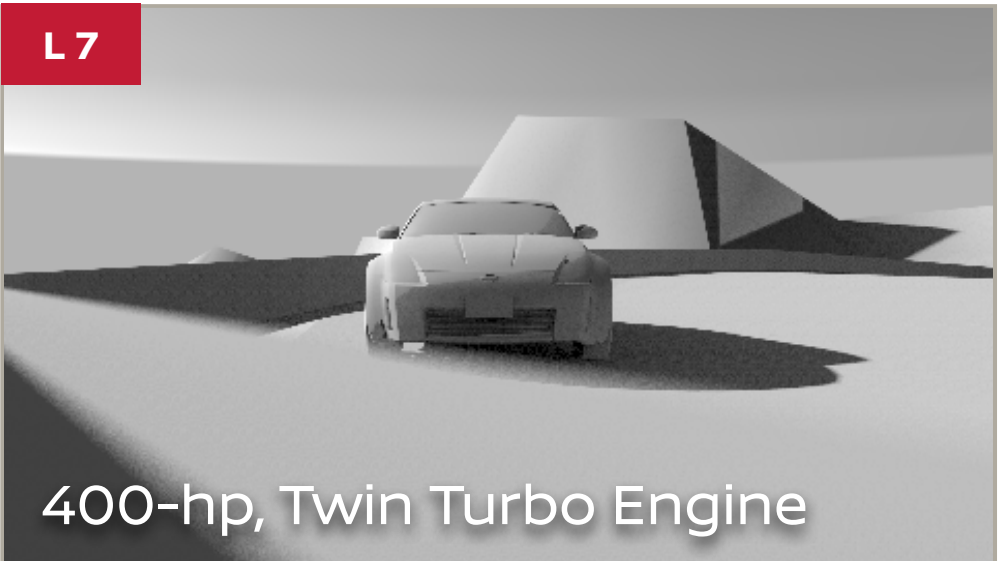


As the car starts we cut to a tight shot of the exhaust tip vibrating. Explore framing to see both exhaust tips - foreground in focus background racked focus

VO: **"What you got?"**

SFX: Engine starting from the outside, exhaust note.

L 7



400-hp, Twin Turbo Engine


Camera dolly's in over the guard rail focusing on a dead front of the vehicle. We hear the engine continue to roar.

VO: **Power.**

Super: **400 hp, Twin Turbo Engine**

SFX: Engine rumbling at idle, exhaust note, driver begins to rev motor.

L 8



Cut to a tight hand held shot of the talent engaging launch control. Use depth of field to add foreground elements and depth.

SFX: Subtle click of button, Revving motor from inside.



MY22 C53L Vignette // Launch

L 9



Launch Control

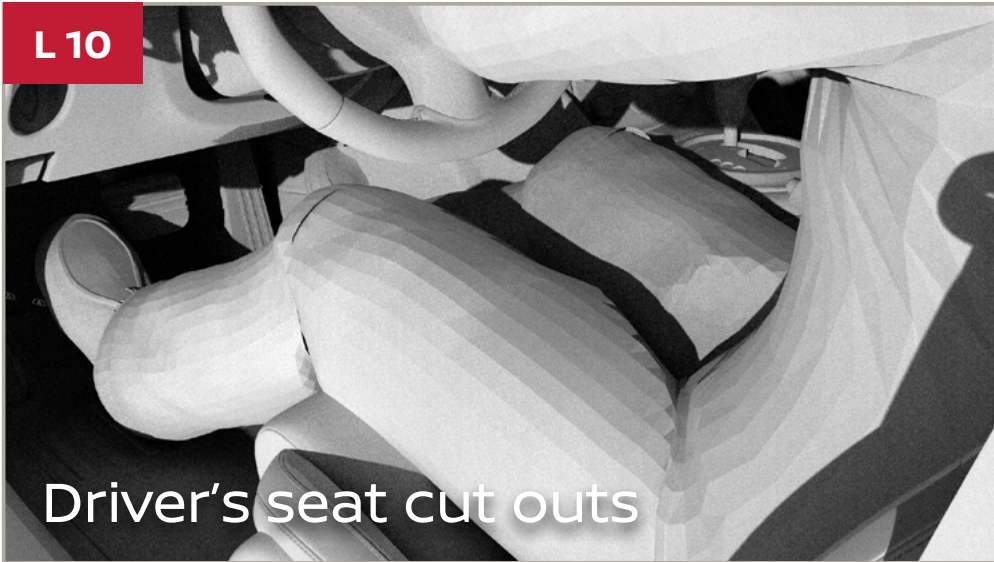
Cut to a shot of the Z's tachometer needle. As launch control engages the needle swings up and holds at a specific rpm (TBD) We hear the engine note holding steady at the given rpm.

VO: **Technology.**

Super: **Launch Control**

SFX: Revving motor from inside, then steady hold of engine note at RPM.

L 10




Driver's seat cut outs

Cut inside to a medium shot of the talent - looking down on him in the seat. We see the talent engage the, clutch, shift into first gear, drop the clutch and accelerate. Angle should show how the seat cut outs make it easier for him to quickly engage the pedals.

Super: **Seat cut outs allow arms and legs to move**

L 11




Clutch-type Limited-slip Differential

Cut outside - we start in normal time as the tires begins to turn, and speed ramp into slow motion as they slip briefly and then grip. We hold in slow motion for a beat as the car begins to launch. Then time normalizes as the camera pans right with the car to see it charge off.

Supers: **Clutch-type Limited-slip Differential**

SFX: We hear the engine revving, the exhaust note, and the sounds of the tires chirp as they slip and then bite.

L 12



Sport Gauges w/ Shift Light

Cut to a shot of the instrument cluster seen through the steering wheel. We see the shift gauge animate towards a shift point. As it hits the shift point...

VO: **Every rpm pulling you forward.**

Super: Sport **Gauges w/ Shift Light**

SFX: We hear the engine revving toward a shift point, we hear the exhaust note, and any sound from the shift point indicator.

L 13



Reinforced 1st and 2nd gear synchros

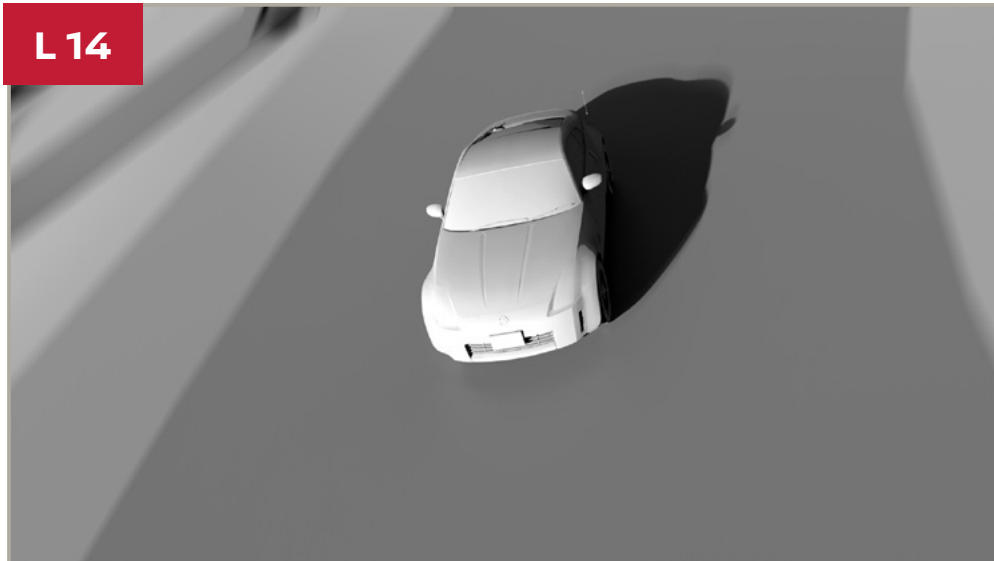
....we cut to a low angle shot, in a silky smooth movement we see the talent shifting gears (1st to 2nd).

VO: **The legs, the arms. All doing the dance.**

Super: **Reinforced 1st and 2nd gear synchros**

SFX: Interior noises of the car driving, sounds of the driver shifting inside, and the engine and exhaust note changes as he shifts.

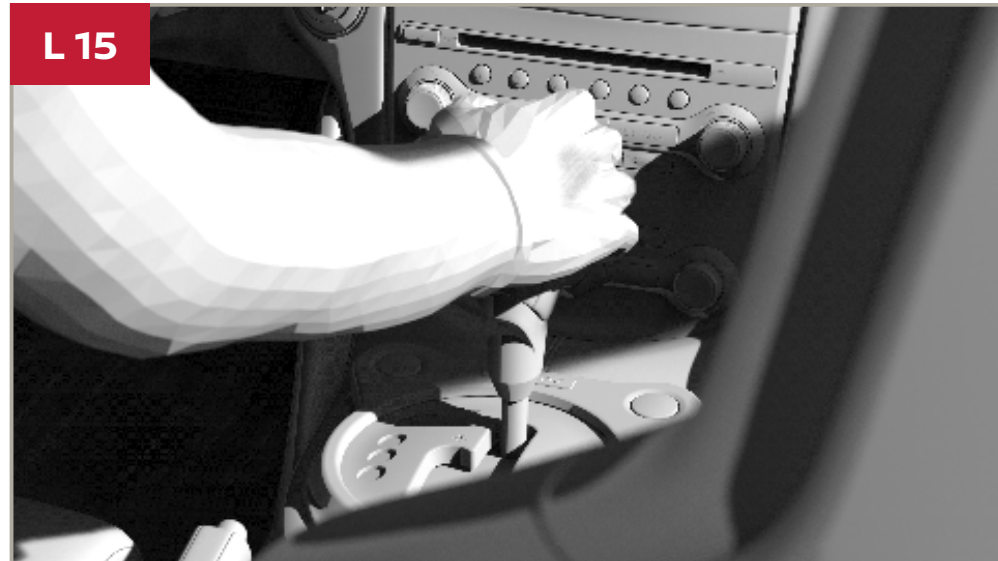
L 14



Cut to a high angle drone shot starting low in the road it rises up as the Z rockets towards it, letting it pass underneath.

SFX: Exhaust note / engine sounds / road noise as the Z thunders past the camera - doppler effect.


L 15



Cut to a quick shot of the talent shifting into 3rd.

SFX: Same as 13L.

L 16



We see a tight shot of the triple pod cluster - we see the boost gauge and turbine speed needles swing up as turbo builds boost - and possibly hear whooshing of turbo sounds

VO: **Then, the turbos really start to kick in..**

SFX: Sounds of the interior as engine RPM's climb, sound of turbo spool TBD.



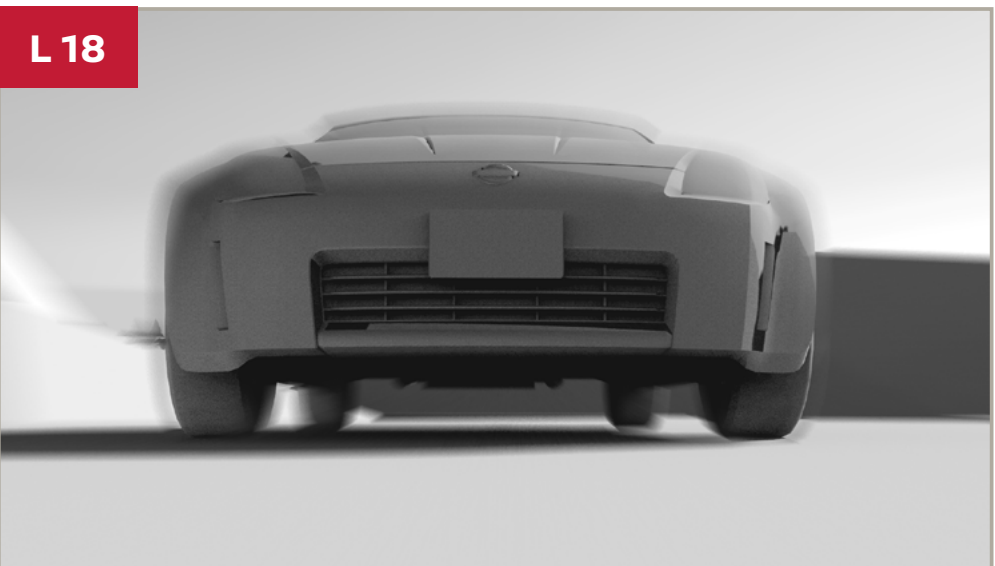
MY22 C53L Vignette // Launch



Cut to a Russian arm shot. We track with the Z on a front hero angle, then 180 wrap the drivers side as it rushes off into the distance.

VO: **Punching through.**

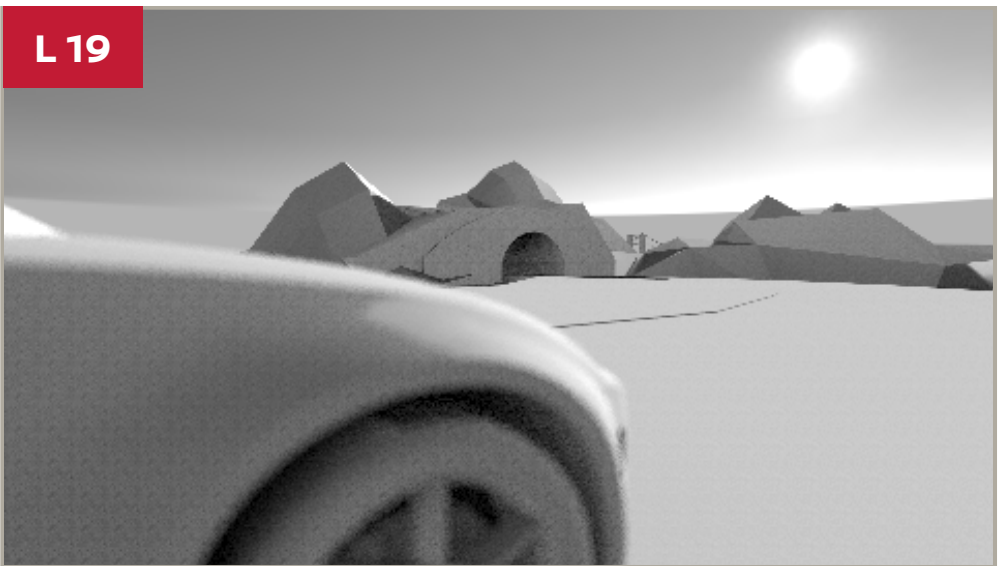
SFX: Exhaust note / engine sounds / road noise as the Z thunders past the camera.



Cut to a camera POV in the middle of the road. The Z rockets toward and over the camera causing it to shake and roll from the down force of the car.

VO: **A straight shot.**

SFX: Exhaust note / engine sounds / road noise as the Z thunders past the camera .



From a distance, we dolly zoom focus in slow-mo from the vehicle to a tunnel in the distance. The Z accelerates towards the tunnel. We hear the engine RPM's going up

VO: **Your reward for your hard work...**



Cut to a locked off shot of the driver through the window. It rolls down as the car approaches the tunnel entrance - visible through the window.

SFX: Sound of the window rolling down, and wind rushing in.



B-Roll of the driver's hand engaging the window button.



The Camera tracks with the Z, as it throws up leaves the camera goes into slow motion (Phantom?) for a moment allowing us to savour the beauty of the moment. Time normalizes and it rushes into the tunnel.

VO: **This.**

SFX: Exhaust note / engine sounds / road noise as the Z thunders off into the tunnel.



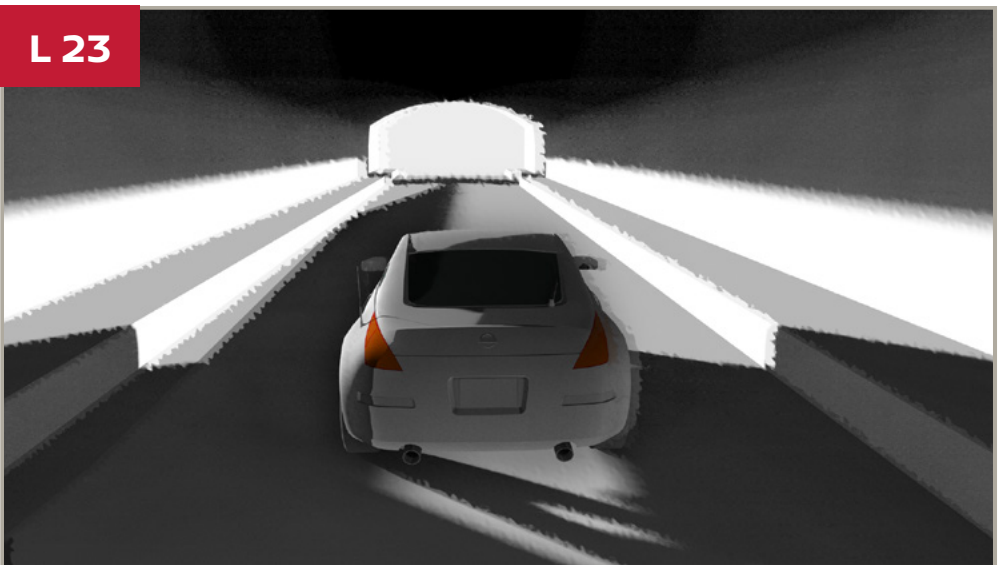
B-Roll drone footage as the Z approaches the tunnel



Cut to dynamic running footage of the Z driving through the tunnel. The camera slowly draws along the side of the car from the front to the rear, showing it's muscular design.

VO: **7,000 rpm, bouncing off the walls...**

SFX: Exhaust note / engine sounds / road noise inside the tunnel - the thundering noises of the Z reverberating off of the walls.



Tracking from a high dead rear we hear the talent shifts up a gear (to keep accelerating) he steps on the pedal and the we hear the visceral sound of the exhaust note echoing off of the tunnel. The Z rockets away from the camera.

VO: **, surrounding you in pure, unfiltered, exhilaration**

SFX: Exhaust note / engine sounds / road noise inside the tunnel - the thundering noises of the Z reverberating off of the walls.



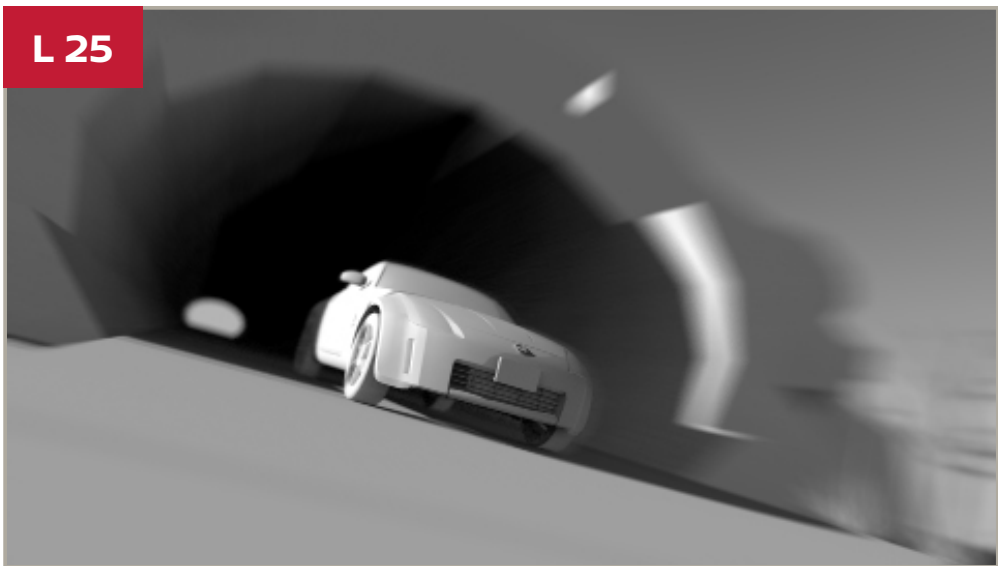
Cut to a static shot through the front glass / or dash mounted. Showing the driver's expression, a slow smile creeps across his face.

VO: **Nothing else puts goosebumps on your goosebumps**

SFX: Exhaust note / engine sounds / road noise inside the tunnel / wind rushing through the open window - these sounds caught inside the car.



L 25




Cut to a Russian arm shot as the Z rockets out of the tunnel. We track with it for a moment on a final hero angle, then it rushes past. The camera whip pans with the car but can't keep up.

SFX: Exhaust note / engine sounds / road noise as the Z exits the tunnel and it's echo fades to the sound of the world. Sound of the car tracking with the camera and then accelerating by.

VO: **Nothing Feels Like a Z**

L 26



End Card



[C53L MOMENTS]

CORNER





MY23 C53L Vignette // Corner



Open on a running shot shooting down an open winding road. The Z accelerates into frame as the logo animates out.

VO: **The roads all have names. Given decades ago,...**

SFX: Sounds of the open road, wind whipping, birds singing, the sound of the Z's exhaust note approaching, and the sound of it whipping by the camera.



Cut to a tight shot of the Z emblem. As the camera slowly pulls out...

SFX: Sounds of driving and hard cornering from inside the car.



...we cut to a medium shot roughly from the driver's perspective we catch him in the middle of a steering maneuver the camera rolls as he twists the wheel.

VO: **...for reasons we don't know.**



Cut to a dynamic running shot, the camera tracks with the Z through a tight turn, as the Z accelerates out of the apex, it rushes by the camera.

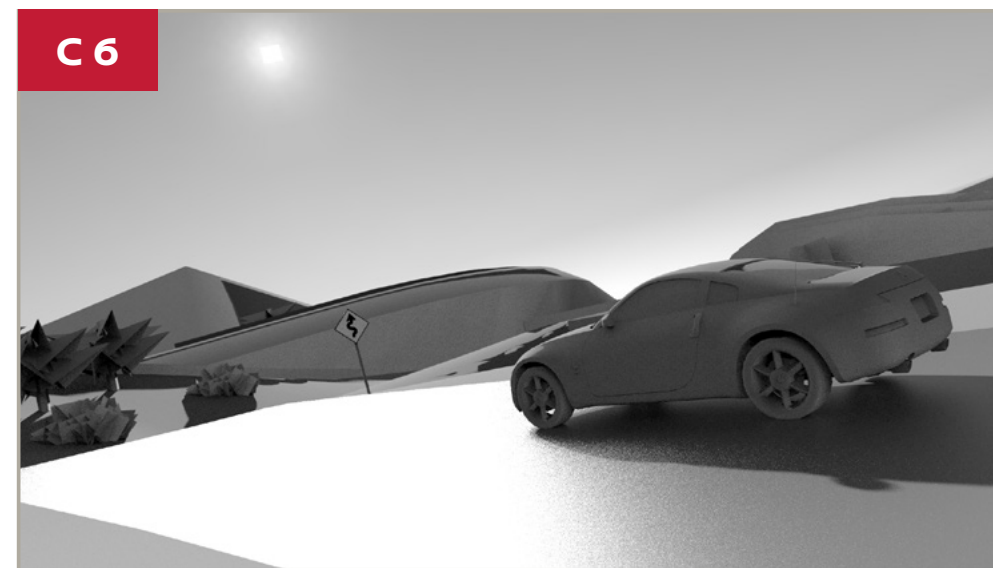
VO: **But the corners, we name them.**

Notes: Dynamic angles from drone, FPV, Car-to-Car footage, etc. We cut back between talent and vehicle.

SFX: Sounds of driving and hard cornering from outside the car. The sound of the engine and exhaust note as the vehicle exits frame.



Cut to a tight shot of the navi screen, on the satellite view we see the winding road ahead.



Cut to a dynamic running shot. The camera tracks with the car orbiting from drivers side to passenger side as it does we reveal a winding road sign approaching.

VO: **Sometimes to describe. Sometimes to warn.**

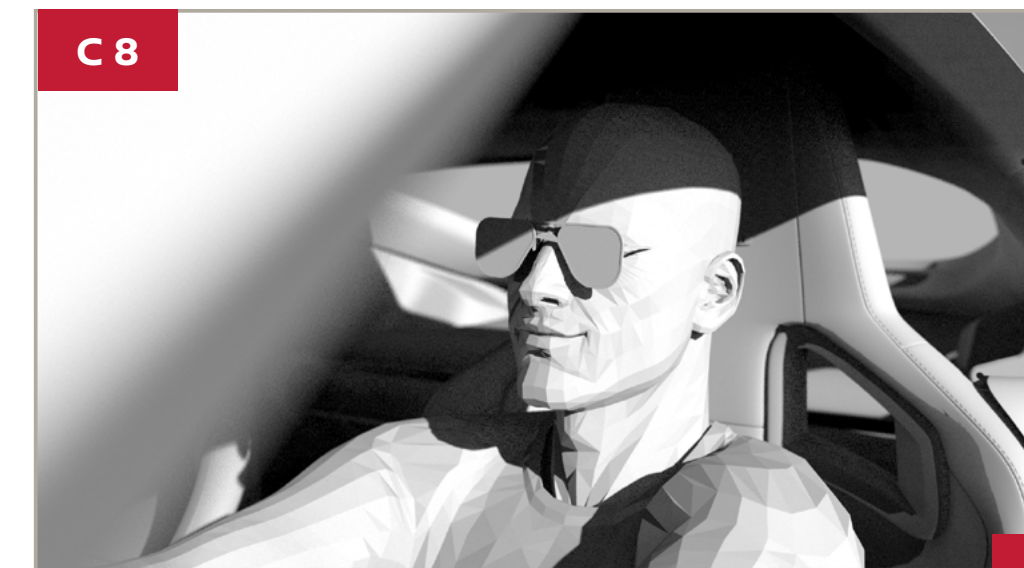
SFX: Sounds of driving and hard cornering from outside the car. The sound of the engine and exhaust note as the vehicle exits frame.



Cut to a low angle static shot at the side of the road as the Z whips by we quickly pan to the sign shaking.

VO: **A sweeper with a hidden bump.**

SFX: Sounds of Z whipping by, and the twangy sound of the sign vibrating.



Cut to a quick shot of the talent, he smiles confidently as he leans into a turn.

VO: **If you're set too firm – or too soft, it'll spit you out**

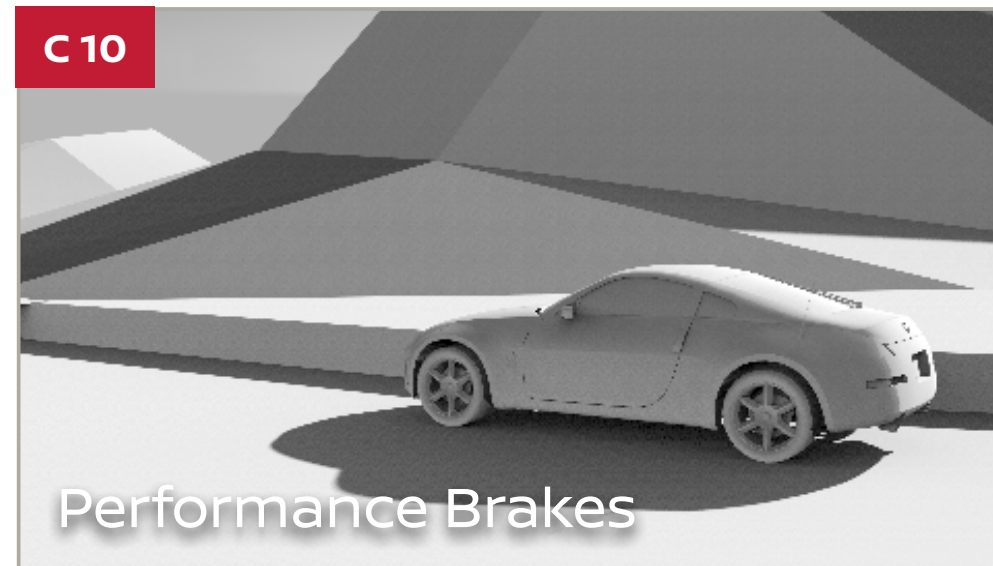
SFX: Ambient interior performance driving sounds.

MY23 C53L Vignette // Corner



C 9

Cut to a tight shot of his feet as he brakes.



C 10

Performance Brakes

In an exterior shot we see the vehicle braking hard for the apex of the turn, as it does the camera continues forward and the vehicle brakes out of frame camera right.

Super: **Performance Brakes**

VO: **But in the right machine.**

SFX: The Z braking sharply



C 11

6-speed manual with Synchro Rev Match

Quick cut to talent dropping a down-shifting. We hear the rev matching.

Super: **SynchroRev Match**

SFX: Shifting and down shift rev matching. Ambient performance driving sounds.



C 12

Electric-assist power steering

Cut to a first person point of view (or over the shoulder shot) of the talent looking at the road. The camera pans down to the steering wheel as he begins to turn, and the camera quickly pans back up in slow motion, revealing the car approaching the apex.

VO: **Control.**

Super: **Electric-assist power steering**



C 13

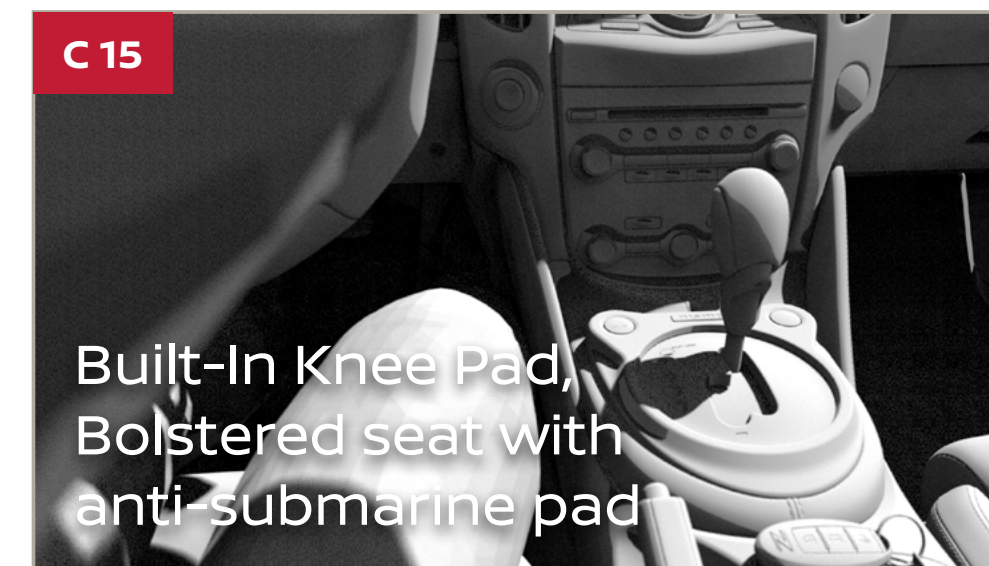
Continue the slow motion in a drone shot that drops down on the Z as it approaches the apex of the turn. We speed ramp back to normal time...



C 14

...and cut to a low angle shot of the talent steering (left) as his body shifts to the right...

SFX: Sounds of the Z cornering hard, wheels slipping / gripping. Ambient interior performance driving sounds.

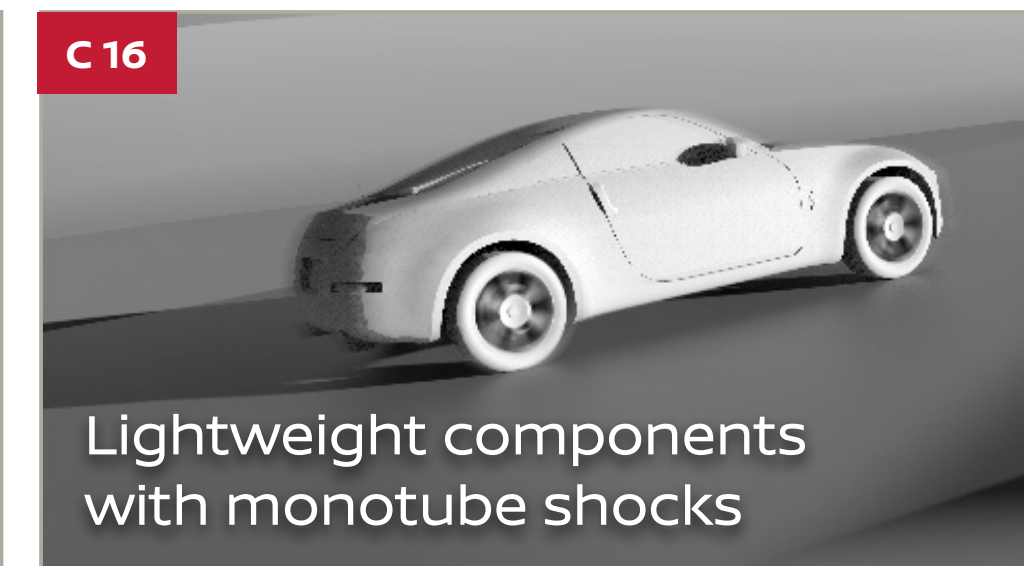


C 15

Built-In Knee Pad, Bolstered seat with anti-submarine pad

...we see his knees leaning on the knee pad.

Super: **Built-In Knee Pad, Bolstered seat with anti-submarine pad**



C 16

Lightweight components with monotube shocks

Cut to a wide angle shot in the apex of the turn (sticks or slider) we see the Z aggressively enter the turn, as we transition to slow motion and...

VO: **Balance**

Super: Lightweight components with monotube shocks

SFX: Sounds of the Z cornering hard, wheels slipping / gripping.

MY23 C53L Vignette // Corner

C 17



19" forged alloy wheels and performance tires

...cut to a closer shot in slow motion (Phantom) of the vehicle's rear as it kicks up debris from the road in slow motion.

VO: **And power out... You live for that moment**

Super: **19" Forged alloy wheels and performance tires**

SFX: Slow motion sound design.

C 18



50/50 Dynamic Weight Balance


Cut back to a wide shot tracking with the Z as it accelerates out of the turn.

VO: **When you hit that apex**

Super: **50/50 Dynamic Weight Balance**

SFX: The Z accelerating out of the turn.

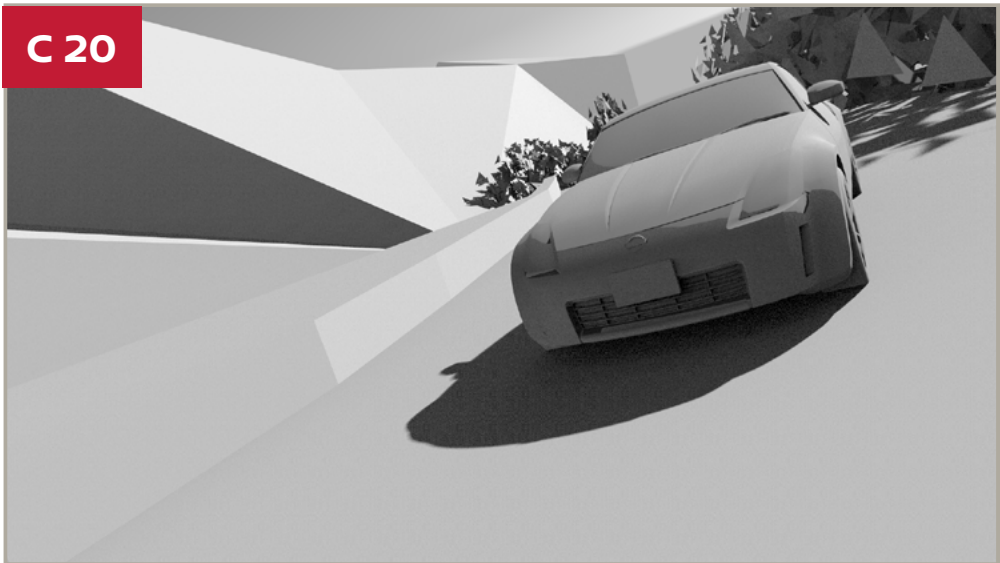
C 19



We see a shot of the driver's confident smile.

VO: **Nothing feels like that perfect curve**

C 20



Cut to dynamic running shots of the Z from multiple angles.

Notes: Dynamic angles from drone, FPV, Car-to-Car footages, etc. We cut back between talent and vehicle.

C 21




Cut to a rear angle shot of the Z, we track with it as it enters a turn, as it exits it accelerates away from the camera and off into the distance

VO: **Nothing feels like a Z.**

SFX: Sounds of hard cornering. The Z accelerating off into the distance.

C 22



End Card



[C53L MOMENTS]


NIGHT RIDE





MY22 C53L Vignette // Night Ride

N 1

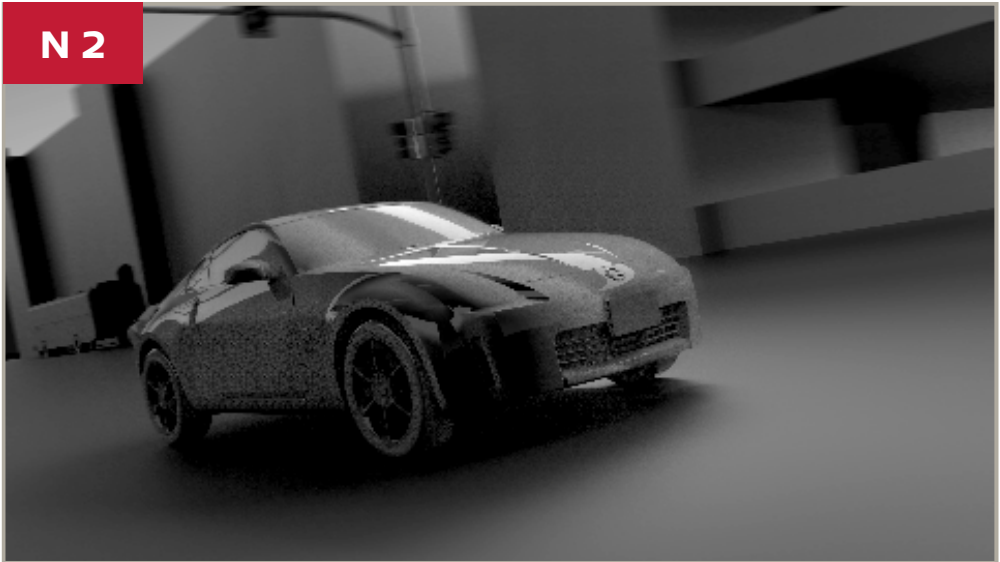


Open on running footage the camera looks up at the night sky as it moves through the city. It pans down to reveal the Z driving.

VO: **Sometimes, you just want to lose yourself in the drive**

SFX: Ambient sounds of a populated city at night, traffic, snippets of conversation, distant sirens, etc. The exhaust note of the Z, and running sounds of the Z

N 2




Cut to a running shot of the Z, the camera wraps around the front end of from driver to passenger side.

VO: **Sometimes, You want to be part of it all**

SFX: Ambient sounds of a populated city at night, traffic, snippets of conversation, distant sirens, etc. The exhaust note of the Z, and running sounds of the Z

N 3




Cut to a shot tracking with the Z. We watch as it's reflection moves through a wall of windows in the background. We see some pedestrians on the sidewalk notice the reflection.

VO: **The lights,**

SFX: Sounds of the Z moving through the city - the echo of its exhaust note.

N 4




In a tight we see one of them turn to admire the car.

VO: **The sounds,**

SFX: Ambient city sounds.

N 5




Cut to dynamic running footage of the vehicle. The camera wraps around the rear of the Z as it moves through a corner and approaches a stop light.

VO: **The energy.**

SFX: Running sounds of the Z.

N 6




Following a person in the foreground we dolly towards the Z as it rolls to a stop, we hear its throaty exhaust idling.

Note: B-roll of stop light

SFX: The click of footsteps on the sidewalk - the sound of the Z rolling to a stop. Ambient city sounds.

N 7



Pure Sports Car Stance


Cut to a beauty shot of the vehicle's hood as it's poised waiting for the light. The camera warps from the driver's side to the passenger side.

VO: **You own the moment,**

Super: **Pure Sports Car Stance**

SFX: Sound of the Z idling. Ambient city sounds.

N 8



240Z-Inspired Headlights and Grille

Cut to a tight beauty shot of the front end and headlights. The camera sweeps across it studying its details.

Super: **240Z-inspired Headlights and Grille**

SFX: Sound of the Z idling. Ambient city sounds.



MY22 C53L Vignette // Night Ride



300 ZX- Inspired Taillights

Cut to a medium shot the camera wraps around the rear of the car (Panning on a slider) from passenger to driver side pulling us toward the C pillar.

Super: **300 ZX- Inspired Taillights**

SFX: Sound of the Z idling. Ambient city sounds.



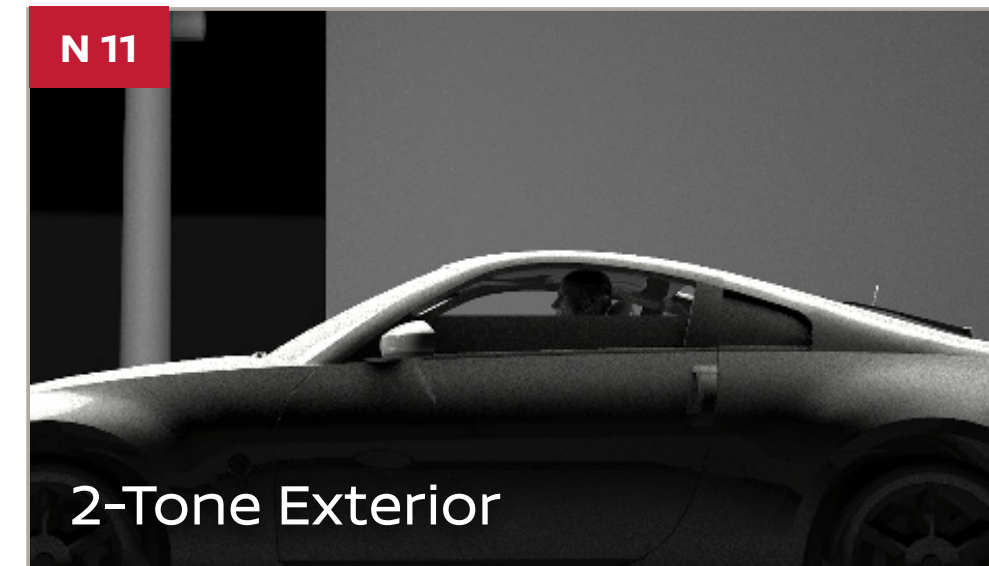
Katana Blade Finisher

Cut a tight shot as the camera dolly's in and glides across the vehicles roof line.

Super: **Katana Blade Finisher**

SFX: Sound of the Z idling. Ambient city sounds.

Notes: Crane Arm - Use Russian Arm?



2-Tone Exterior

In a profile shot the camera slides down the car from front to rear it rises up, pans left, and dollies in a little over the rear of the car. As it does windows begin to roll down.

Super: **2-Tone Exterior**

SFX: Sound of the Z idling, window rolling down. Ambient city sounds. Sound of the windows rolling down.

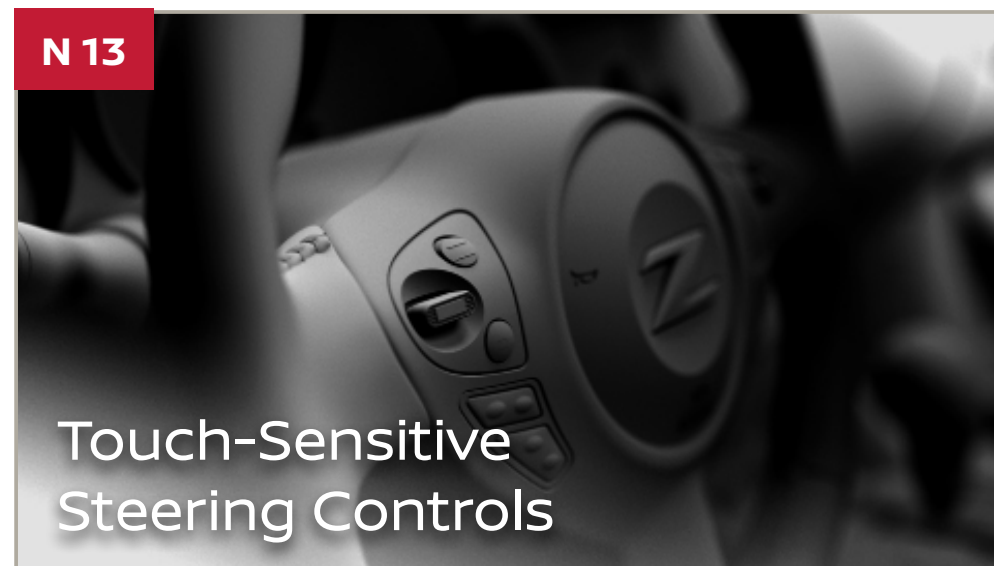
Notes: Crane Arm - Use Russian Arm?



Cut to a detail shot we see the window finish rolling down revealing the interior.

VO: **Connected,**

SFX: Sound of the Z idling. Ambient city sounds. Sounds of the interior of the car. Sound of the windows rolling down.



Touch-Sensitive Steering Controls

In a tight shot we see the talent shift his grip and interact with the controls on the steering wheel.

VO: **Alive,**

Super: **Touch-Sensitive Steering Controls**

SFX: Shots 13 through 16. Interior Z noises with subtle city sounds in the background.



Driver-Selectable Digital Gauges

Cut to another tight shot, shooting through the steering wheel, we see that he's changing the layout of his digital dashboard.

Super: **Driver-Selectable Digital Gauges**



Iconic Triple Pod Cluster

Cut to a tight shot of the triple pod cluster. Rack focus from driver to pod cluster.

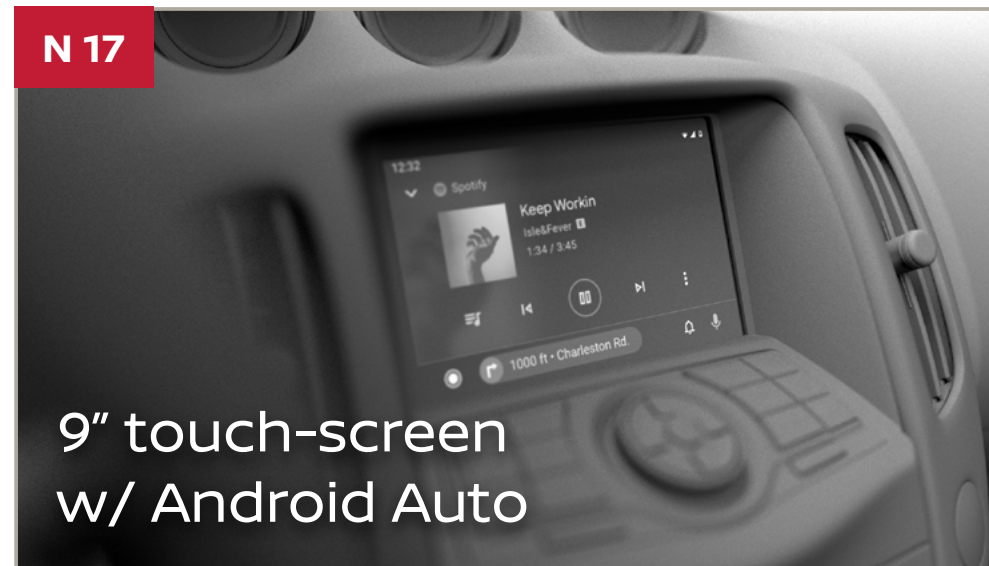
Super: **Iconic Triple Pod Clusters**



Cut to a beauty shot panning across the interior.

VO: **A different kind of thrill,**

MY22 C53L Vignette // Night Ride



9" touch-screen
w/ Android Auto

Cut to a detail shot of the large infotainment screen with the Android audio interface on it. We see the talent turn the volume up.

Super: **9" touch-screen w/ Android Auto**

SFX: Shots 17 through 20. Interior Z noises with subtle city sounds in the background.



Bose Premium Audio System

Cut to a detail beauty shot of the speaker, we rack focus to bring it into sharp detail.

VO: **But still one, Only a Z can provide**

Super: **Bose Premium Audio System**



N 19

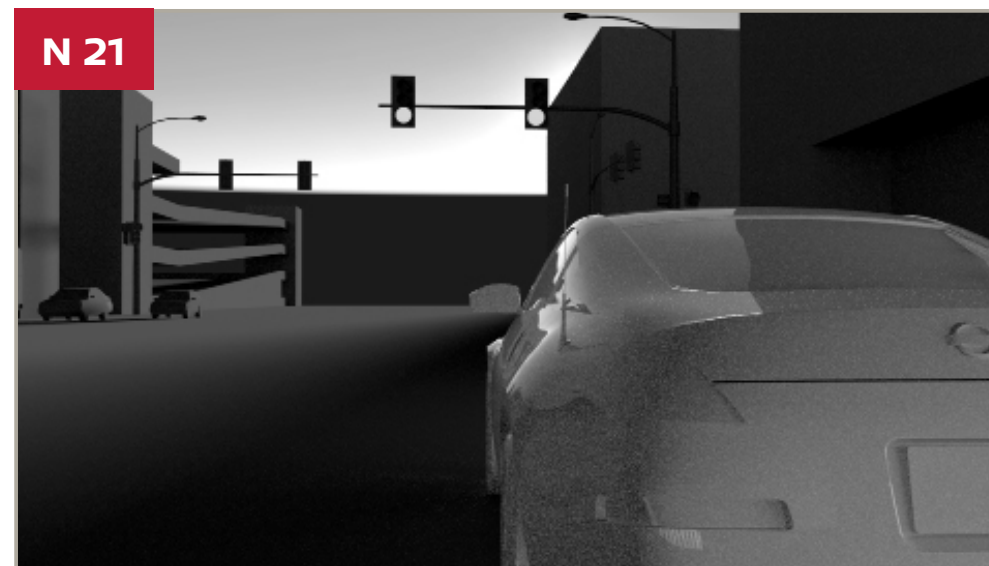
Cut to the talent's confident satisfied expression as he nods his head to the beat of the music.

VO: **Because, Here**



N 20

Cut to a wide shot of the interior, we see the light turn green in the distance.



N 21

And the Z accelerates away toward the horizon.

VO: **nothing feels like the Z.**

SFX: Sound of the Z driving off into the distance. Ambient city sounds.



N 22

End Card

PRODUCTION



LOCATION SPECS

This project is all about finding the right roads in proximity to a city environment. Each road / location has some specific requirements listed below. Bear in mind the hero car color is yellow - so we'll want to avoid environments where the car is not going to stand out - like lots of yellow dead grass. This can be in and around LA - or further if within budget.

Please note that all locations will need to be drone friendly.

1. Launch

- Location should be vista road, or road with good open views no tight canyons or tight restricted views. Shots need depth.
- Location features a good size turn out for opening sequence.
- Location features a tunnel with a decent length - see boards.
- Good road surface - no tar lines, or large cracked / distressed areas.
- This is an acceleration story so road will need good straightaways - not too windey.

2. Corner

- Location should be feature good open views no tight canyons or tight restricted views. Shots need depth.
- This is a snake-like road suitable for demonstrating cornering features.
- Should feature one prominent horseshoe corner or large sweeping turn.
- Good road surface - no tar lines, or large cracked / distressed areas.

3. Night Ride

- Most of this story occurs in at an intersection with the car stopped. We'll need something we can control / close off for the shoot.
- This is a modern urban area / shopping district / business area.
- Needs to feel active - like a place where people would be at night
- Modern city feel - but does not need to be in a city center with highrises.
- Should feature good levels of ambient light for car.
- We will require additional lighting for vehicle.

BASIC PROJECT SPECS

Notes For Bidding

TALENT

- (2) Professional driverw - 1 will be used as principal on camera talent. 1 will work with other unit when prinicpals face is needed.
- (1) Talent - Child for close up - Night Ride
- (3-4) Extras - Background Night ride. 1 of these will be the father of the child. Ideally her actual father.

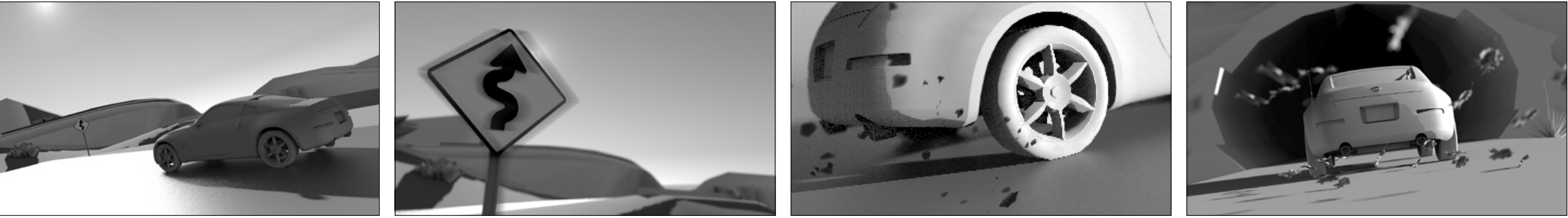
PROPS / WARDROBE

- Curves ahead sign and post - with rigg to make it shake.
- Leaves / Gravel / Pebbels / Natural road debris. For Launch and Corner. Should match to selected enviornement.
- Guardrail segement - if location doesn't allow for us to shoot around it / behind it.
- Hero talent wardrobe.
- Wardrobe of other principal talent.
- Light wardrobe for extras - have them bring thier own clothes and supplament.

CAMERA / EQUIPMENT

- Russian arm car. Shaker to create shake in stabalized footage.
- Main Camera system
- Smaller Camera system for interiors - Black Magic.
- Drone - good camera system. Race or Regular TBD.
- Prime Lenses for DOF on interior shots.
- Phantom Camera?
- Go Pro's for rigging and B-Roll
- Sound capture will be critical, finding the right sound person and giving him the time to capture high fidelity sound will be critical.
- We are considering this a two unit shoot, interiors and exteriors.
- Additonal lighting for night beauty shots. Smoke machines - for atmoshpehre

PROPS



- NOTES:**
- Should plan on rocks, leaves and other debris to have on hand, don't want to rely on location only. Should be enough material to spread around and look natural.
 - Sing will need to be place to look natural in the enviornment - plant in ground? Also will need riging to make it shake.



CURVES AHEAD SIGN AND POST RIGGED TO MAKE IT RATTLE WHEN CAR PASSES

THIS WILL NEED TO BE PLACED WHERE WE WANT IT ON THE ROAD IN SUCH A WAY THAT THE FACT THAT WE PUT IT THERE ISN'T NOTICEABLE IN WIDE SHOTS - WILL NEED TO BE RIGGED WITH A GAG TO MAKE IT SHAKE WHEN CAR PASSES



LATEST ANDROID SMART PHONE & USB/USBC CORD TO CONNECT TO CAR

AGENCY SUPPLIED TBD

THIS WILL NEED TO BE LOADED WITH AGENCY ALBUM ART AND MUSIC TRACKS THAT WILL SHOW UP ON SCREEN



SMALL ITEMS TO PROP INTERIOR AS NEEDED



GRAVEL / ASPHALT / DIRT / LEAVES FOR PARTICLE EFFECTS IN SLOW MOTION - TO INCREASE THE DRAMA OF SLOW MOTION