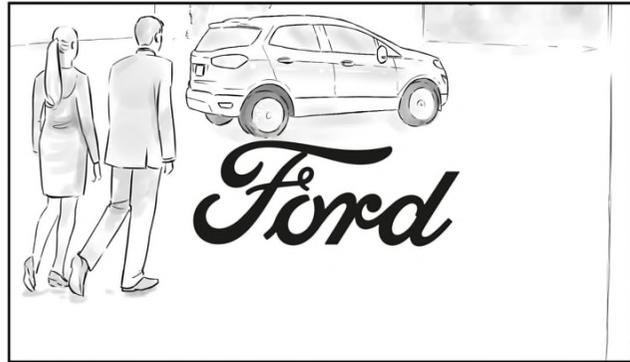
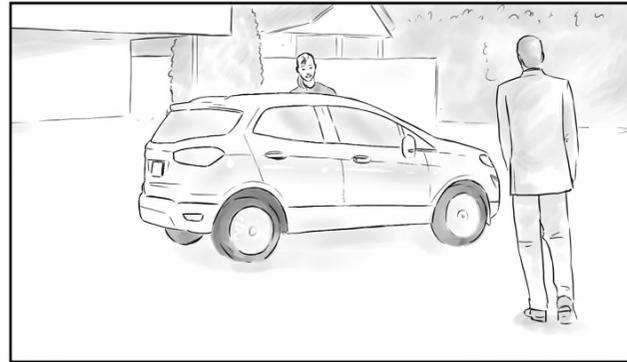


FORD ECOSPORT “Comfort & Convenience” – Director: NIGEL SIMPKISS



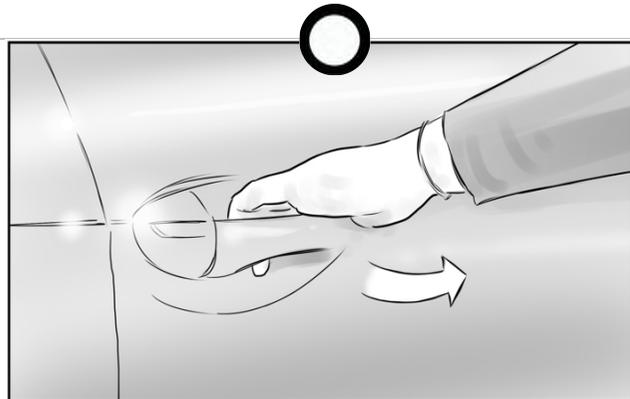
1.



2. A man and woman approach their car. Steadicam.



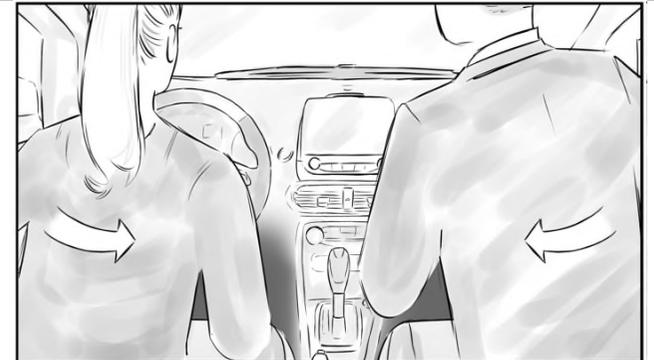
3. They get into the car...



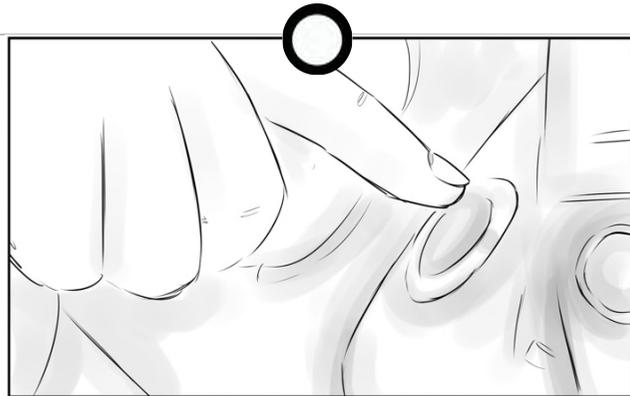
4. ...C/U showing Keyless entry
Infographic: Keyless Entry



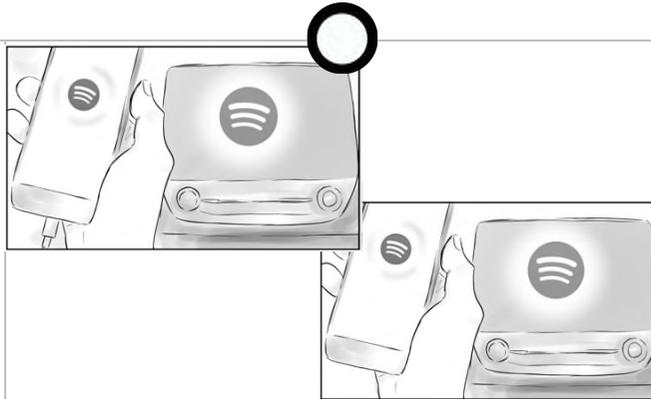
5. Wide shot interior...



6. ...as our couple enter.



7. C/U on woman's finger as she presses the Power-Start Button
Infographic: Power-Start



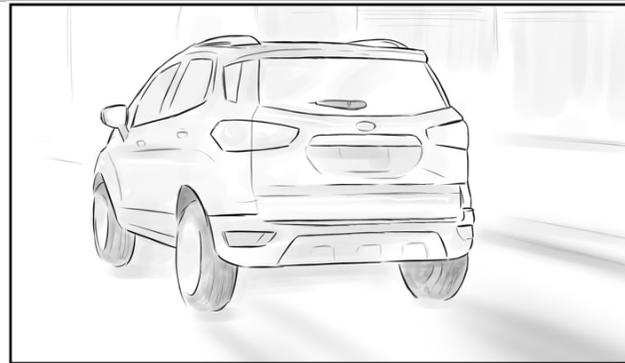
8. The man connects his phone automatically with SYNC 3 (with and with cable)
Infographic: SYNC 3



9. The car pulls away out of the driveway



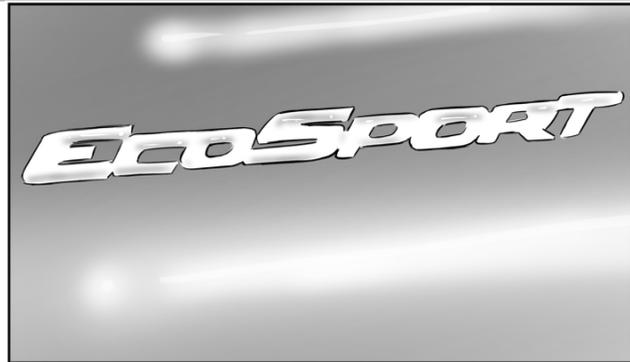
10. Modern city – various driving shots



11. Various dynamic hero angles of car in motion...



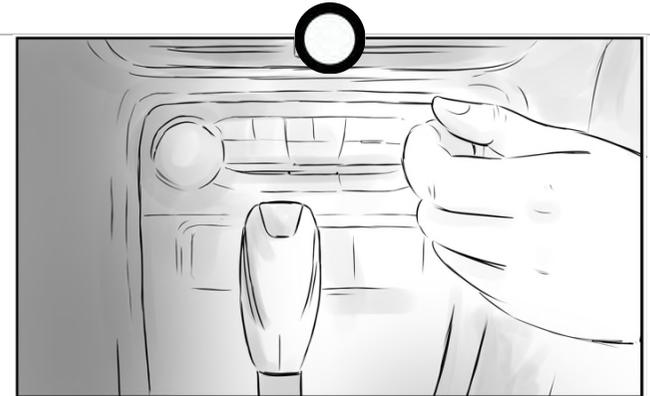
12.



13. Russian Arm shot of rear badge – camera drifts in C/U on rear of car showing ECOSPORT badge



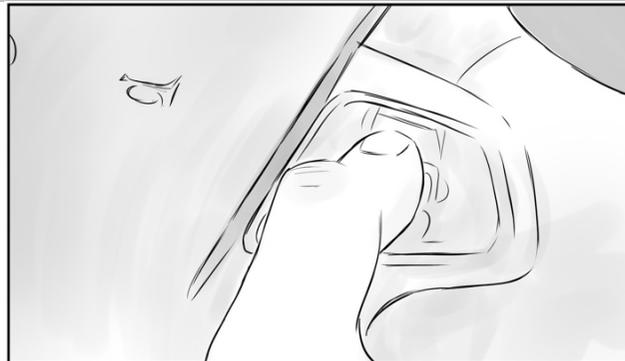
14. Bonnet mount of our couple, we see him lean over to..



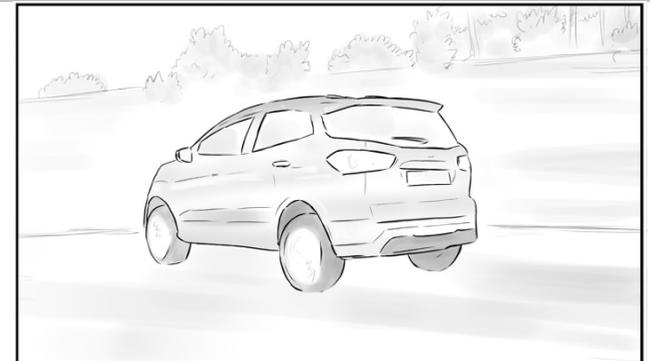
15. ..adjust the temperature on the digital console.
Infographic: Electronic Automatic Temperature Control



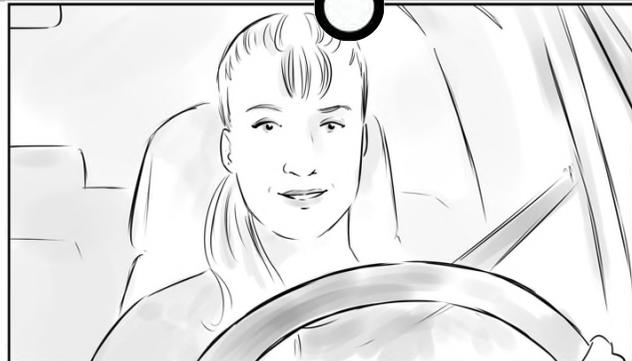
16. The continues on its journey ...



17. The driver operates the audio controls on steering wheel



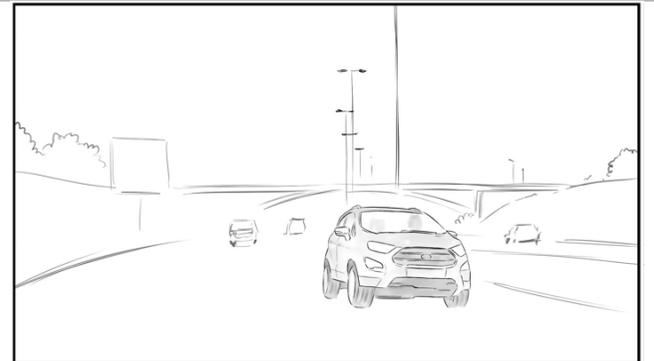
18.



19. She uses voice activation to request a 'playlist'
Infographic: Voice Control



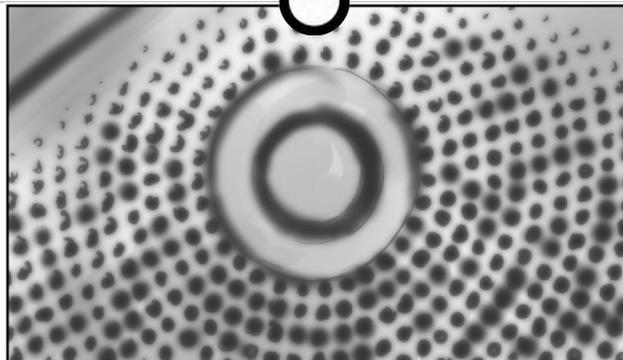
20. and the Artwork is displayed on the SYNC screen



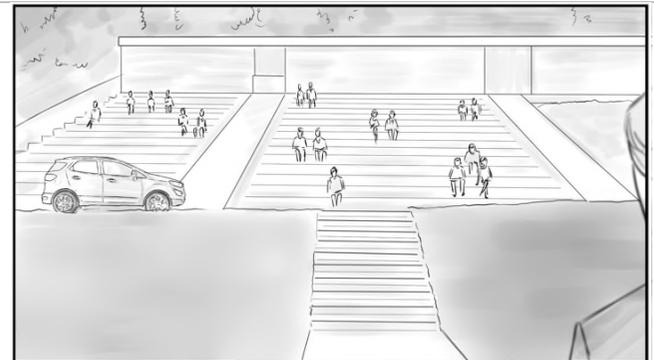
21. The car is now leaving the city



22. The couple enjoy their music



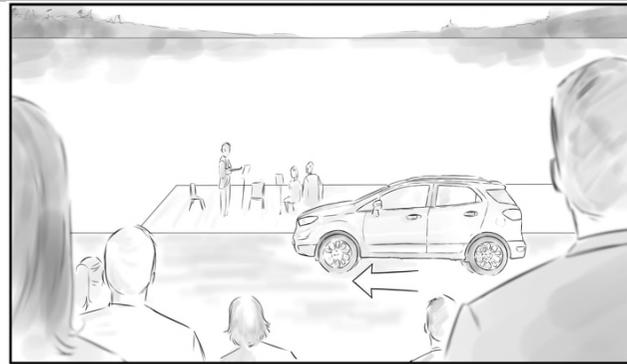
23. C/U on speaker
Infographic: B&O Play



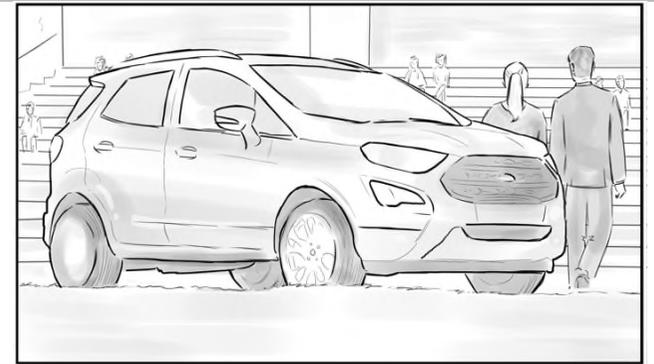
24. Car arrives at an impromptu concert.



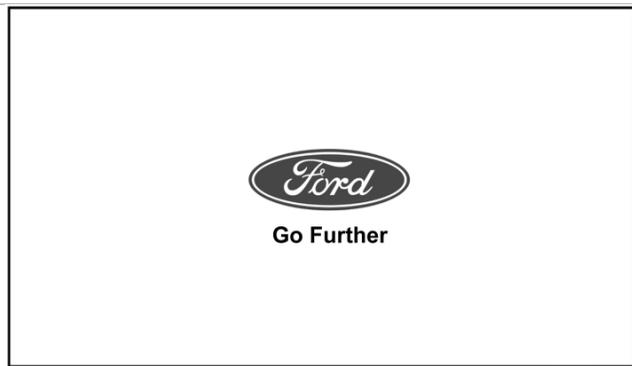
25. The car pulls up in foreground - musicians are setting up in the background.



26. ...on the tarmac road, between the audience and the stage area.



27. The couple get out of the car and join the audience.



28.