Aardvark Advertising
201 W. Sixth Street
Los Angeles, California
BROADCAST DEPT.

CLIENT: Herald Motors of America
PRODUCT: HX-3 -- Rotary Engine
TITLE: "HX-3 SP-30"
WRITER: John Jones
LENGTH: 30

VIDEO	(SHOT TIMES)	AUDIO	(TRT)
FADEUP ON:			
1. LS OF CAR DRIVING BY CAMERA, WITH LOWER THIRD KEY: SEARS POINT RACEWAY	(:03)	1. <u>ANNCR. V/O OVER NAT. SOUND</u>: This is the new Herald HX3-SP.	(:03)
CUT TO:			
2. MLS OF CAR DRIVING BY TREE	(:03)	2. Rest assured, the SP does not stand for "slow poke."	(:06)
2A.(TREE LOSES ALL ITS LEAVES)	(:02)	2A. <u>SFX</u>: (WIND BLOWING, LEAVES RUSTLING) <u>MUSIC</u>: (JAZZ SCORE UNDER)	(:08)
3. MLS OF CAR MOVING TOWARD CAMERA	(:02)	3. It's got an air dam up front . . . a remarkable, improved rotary engine.	(:10)
4. MLS OF WATER JUG AS CAR GOES BY	(:01)	4. <u>SFX</u>: (WOOSH AS CAR ZOOMS BY)	(:11)
5. CU OF WATER JUG BREAKING	(:02)	5. <u>SFX</u>: (WATER JUG BREAKING)	(:13)
6. LS OF CAR DRIVING BY CAMERA	(:03)	6. Independent suspension system . . .	(:16)
7. LS OF CAR DRIVING BY SHED	(:03)	7. semi-monocoque construction . . .	(:19)
7A. (SHED COLLAPSES)	(:03.5)	7A. <u>SFX</u>: (SHED COLLAPSING)	(:22.5)
8. ELS, AERIAL SHOT OF CAR GOING THROUGH CORNERS IN HILLY AREA	(:03)	8. . . . and the breeding of over one hundred racing victories in international competitions.	(:25.5)
9. CU OF DRIVER GIVING THUMBS-UP SIGN.	(:01.5)	9. The Herald HX3-SP . . . It'll make a believer out of you -- FAST!	(:27)
DISSOLVE TO:			
10. HERALD LOGO	(:02)	10. <u>MUSIC</u>: (JAZZ SCORE UP)	(:29)
11. <u>FADEOUT</u>	(:0.5)	11. <u>MUSIC</u>: (JAZZ SCORE FADEOUT)	(:29.5)