

Product Name: Mazda RX8
"Making Dreams Reality"
Length: 30 Seconds
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VIDEO

TWO MEN IN SUITS WALK DOWN
A BUSY SIDEWALK. MAN 1
STOPS AND DIRECTS MAN 2 TO
LOOK.

IT'S LIKE THEY'RE OGLING A
BEAUTIFUL WOMAN.

THE MEN APPROACH A RED
MAZDA RX8 PARKED ALONG THE
STREET.

MAN 1 PEEKS THROUGH THE
WINDOW.

MAN 1 SMILES WITH ASSURANCE
THAT THIS IS HIS NEXT CAR.

CUT TO PRODUCT SHOT WITH
"MAKING DREAMS REALITY".

AUDIO

MAN 1: Would you look at that?

MAN 2: What? Are you crazy?
You're a married man with two kids.

MAN 1: It's okay to look. I am a
man. Check out those headlights.

MAN 2: Come on, Dan. Don't go
there.

MAN 1: And those curves.

MAN 2: Why tempt yourself?

MAN 1: Because one day...

MAN 2: It's a sports car. It only has
two seats.

MAN 1: It has four.

MAN 2: No way. Wow, now you
don't even have to wait for your
midlife crisis.

MAN 1: The dream has become a
reality.

ANNOUNCER VO:

The revolutionary Mazda RX8 with
the RENESIS rotary engine,
freestyle doors, and seating for
four. Make your dream a reality.