



‘Garage Door’ TVC Script :30

It’s dark, except for a dim artificial light that subtly illuminates a sizeable, organised garage with dusty shelving units lining the walls. A first-generation RAV4 toy is sandwiched between ski equipment. A child’s bike is propped against the wall. Climbing gear hangs from the ceiling.

The FLICK of a switch. Followed by a steady ELECTRIC HUM. A thin strip of light appears on the floor and gradually expands as the garage door rises automatically from the snow-laden ground.

We cut to DAVID and his WIFE - both dressed in ski suits - laughing and joking as they approach the Toyota RAV4 parked in the centre of the garage.

The light seeps in beneath the ascending garage door and gradually creeps up the grill, then the bonnet, and the windscreen until the car is shrouded in the soft glow of the winter sun.

A biting wind WHISTLES as the opening notes of *Happy Together* build.

As David reaches the car door, he exchanges a loving look with his wife and we transition to...

...David - now in a t-shirt and shorts - standing by the car with his SON as they load a surfboard onto the roof of the RAV4. The bright summer sun reflects off the polished bodywork and refracts off the new fog lights.

A faint but audible CRASH of waves and WHOOSH as...

...grains of sand are swept into the garage by a warm, summer breeze. David tosses a ratchet strap to his son who catches it and smiles back at him. David opens the driver’s door and we transition to...

...David and his FRIEND - both in climbing gear - throw climbing rope onto the backseat of the car which sparkles under the dappled light from outside.

The beach SFX now replaced with a woodland bird song.

David turns to the camera with an excited smile and then climbs into the driver's seat, raring to go.

The music, which has been building throughout, reaches its climax and explodes as the chorus of *Happy Together* kicks in.

David presses a button on the dashboard, engaging All-Wheel Drive (AWD), then clasps the steering wheel and accelerates out of the garage and into...

...the forest. The wheels kick up loose gravel and we witness the car's SUV capabilities as it winds along an asphalt road that cuts through the surrounding woodland. Inside the car, David steers with ease, revelling in the fun and adventure that lies ahead.

We cut to the 'HYBRID' badge fastened to the side of the car as it speeds past. Then pull out and upwards into the sky, looking down at the car and capturing it with a series of stunning shots as it weaves through the wilderness.

VO: FIND YOUR HAPPY PLACE

NEW TOYOTA RAV4 ADVENTURE HELLO HYBRID HAPPINESS

'Garage Door' TVC Script :15

We open on a close-up of the blue and silver Toyota badge on the bonnet of the RAV4. Then the FLICK of a switch. Followed by a steady ELECTRIC HUM as...

...the garage door rises automatically from the ground. Dappled woodland light sparkles on the bonnet of the car as we get the sense that something is just outside. Just beyond our view.

The woodland BIRDSONG gradually gives way to the opening notes of *Happy Together* as it builds.

DAVID and his FRIEND - both in climbing gear - throw climbing rope onto the backseat of the car. David turns to the camera with an excited smile and then climbs into the driver's seat, raring to go.

David presses a button on the dashboard, engaging All-Wheel Drive (AWD), then clasps the steering wheel and accelerates out of the garage and into...

...the forest. The wheels kick up loose gravel and we witness the car's SUV capabilities as it winds along the dirt track cutting through the surrounding woodland.

Inside the car, David steers with ease, revelling in the fun and adventure that lies ahead.

We cut to the 'HYBRID' badge fastened to the side of the car as it speeds past. Then pull out and upwards into the sky, looking down at the car and capturing it with a series of stunning shots as it weaves through the wilderness.

Titles: FIND YOUR HAPPY PLACE

NEW TOYOTA RAV4 ADVENTURE HELLO HYBRID HAPPINESS