



STORY:

Modern cars rarely blend safety, refinement and technology into a compelling and logical package. Volvo's resurgence and standout design lifts the bar on what that means.

THE XC90 REVIEW WILL BE A SHORT FILM WITH CINEMATIC QUALITY RIVALING TOP OUTLETS WITH EMPHASIS ON ENGINEERING DETAIL AND DRIVER CENTRIC EXPERIENCE
VIDEO 1: FULL STORY 25-30 MINUTES | VIDEO 2: SHORT 10 MINUTES

**INTRO AERIAL SHOTS
OVERVIEW SHOTS USING
CHICAGO/MILWAUKEE
AND MIXED LANDSCAPES**

**BALANCE OF EXTERIOR
SHOTS MIXED WITH
INTERIOR AND
UNDERBODY**



(STILLS FROM PAST VEHICLE VIDEOS)

SAVAGEGEESE.COM

8 4 7 . 9 8 9 . 9 7 9 1

msanew@savagegeese.com



NARRATION: EXPLAINING EXTERIOR DESIGN AND ENGINEERING PURPOSE



UNDERBODY OVERVIEW AND DETAIL SUSPENSION, DAMPER, AERO AND ENGINEERING EXAMPLES

STREET DRIVING OVERVIEW, TALKING THROUGH DAMPING, RIDE COMPLIANCE, NVH, MPG, DRIVABILITY STABILITY AND USABILITY





**INTERIOR OVERVIEW:
FIT AND FINISH, MATERIALS,
ERGONOMICS, STORAGE,
LIGHTING AND INFOTAINMENT**



BENEFIT TO VOLVO:

**TO PRODUCE A VIDEO REVIEW AND EVALUATION WITH
COMMERCIAL QUALITY RIVALING TOP MEDIA OUTLETS SUCH AS
MOTOR TREND AND AUTOCAR. A UNIQUE STORY OF THE VEHICLE
THAT SHOWCASES THE VEHICLES TECH, DESIGN EXPOSING IT TO
10,000+ VIEWERS A MONTH.**

KEY POINTS:

- +INNOVATIVE TECH INTEGRATION**
- +ATTENTION TO DETAIL**
- +SAFETY**
- +STYLE AND ENGINEERING DON'T HAVE TO BE BLAND**

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