

Genesis GV60 Commercial

Starring Ryan Reynolds

Duration: 30sec

Written by: Charlotte Royal

EXT. CAR DEALERSHIP LOT - DAY - EXTREME WIDE to MEDIUM LONG SHOT

Camera follows REYNOLDS as he strolls through the lot, looking at the camera while talking.

REYNOLDS

With two kids and a third on the way,
Blake sent me to find us a new car.

Passing by a 2023 Lexus UX, REYNOLDS taps on the car's hood.

REYNOLDS

(disgusted)

How cheap! They sure don't make cars
like they used to. (pause & scoff)
I'm starting to sound like my father.

Camera stops moving and REYNOLDS walks off screen.

INT. INSIDE CAR - DAY - CLOSE UP

REYNOLDS, sitting in the front seat of a 2023 Mercedes GLC, looks to the distance; a dream appears. In the same shot, TWO KIDS are screaming and crying in the back seat. BLAKE LIVELY sits in the passenger seat looking exhausted.

LIVELY

(exasperated)

Please make it stop!

REYNOLDS

Oh my... Kids, please. For the love
of god.

Day dream ends and REYNOLDS flashes back to reality. REYNOLDS immediately exits the vehicle with a look of panic.

EXT. CAR DEALERSHIP LOT - DAY - MEDIUM LONG SHOT

Camera follows REYNOLDS as he continues walking through the lot.

REYNOLDS

Dear God. This is turning into a
nightmare.

Camera stops moving as REYNOLDS stumbles upon a 2023 Genesis
GV60 and looks intrigued.

REYNOLDS

Oh, well what's this?

REYNOLDS get into the vehicle.

INT. INSIDE CAR - DAY - CLOSE UP

REYNOLDS, sitting in the front seat of a 2023 Genesis GV60,
looks to the distance; a dream appears—begins similar to the
previous one. REYNOLDS touches the Crystal Sphere with a look of
amazement. As he moves it, the lights in the vehicle dim, an
ambient sound emerges, and the KIDS in the back quiet down.

REYNOLDS

Oh my...

REYNOLDS and LIVELY look at each other, astonished and
satisfied.

VOICE OVER

The all new Genesis GV60. Now available
at select Genesis locations.

(from the back) KID

Dad, who is that?

REYNOLDS

(concerned)

I don't know, buddy. ...I don't know.

EXT. CAR DEALERSHIP LOT - DAY - LONG SHOT

As the car drives off into the distance, the Genesis logo slides
onto the screen.