

“Volkswagen: Born for Engineering, 1”

A Volkswagen brand piece, Born for Engineering series

(Pan down a line of kids with building blocks, constructing various haphazard towers)

(Last child in line wears a vest, bowtie, and glasses; sitting before an architectural masterpiece. Child is scooped up by parents while daycare staff looks on at tower in awe, family driving away in a VW)

Narrator: “Volkswagen engineers, the best of the bunch”

“Volkswagen: Born for Engineering, 2”

A Volkswagen brand piece, Born for Engineering series

(Child playing violin well, cut between brief flashes of life-events to grows up as a bored office worker)

(Another child gets perfect gymnastics score, again cut to brief flashes of life-events before resolving on sleepy adult typing away)

(Last child (VW bowtie baby) builds model car, flashes through life to adult with corner office at Volkswagen building)

Narrator: "Volkswagen engineers, destined for greatness"

“Volkswagen: Born for Engineering, 3”

A Volkswagen brand piece, Born for Engineering series

(Child playing with alphabet soup, 2nd child eating alphabet soup, 3rd child (VW bowtie baby) nudges soup letters into advanced algorithm)

Narrator: "Volkswagen engineers, born to the science"

“Volkswagen: Success”

A medium-length Volkswagen brand piece

(A slick haired, gold watch wearing jerk rides in a luxury car through a sunny city, pulling to a stop beside a Volkswagen full of people laughing and talking)

(The luxury driver sneers, and pulls away from the light to a valet, tossing his keys and walking down a lush, manicured lawn... To a loud, overcrowded beach)

(Cut to Volkswagen driving on a backroad, pulling up to a beautifully secluded stretch of sand. Passengers have fun, toss beanbags, have a campfire, etc.)

Narrator: “Volkswagen, define your own success”

“Volkswagen: Pride of Nations”

A medium-length Volkswagen brand piece

(‘Ode to Joy’ plays, woman pulls shining lever of a coffee press beside customer)

Woman 1: “It’s imported, Italian!”

(Machine pops a gasket and sprays steam all over)

(A pianist pulls the cover from a gorgeous mahogany piano, turns to friend and taps keys)

Man 1: “It’s a DuVuoic, made in France”

(Piano twangs and breaks a chord)

(Office-worker places a mug into a microwave)

Man 2: “British engineering!”

(Microwave explodes)

(Volkswagen drive away down road, VW logo)

Narrator: “Volkswagen, engineered right”

“Volkswagen: Excavation”

A short Volkswagen brand piece

(Archaeologists dig through desert ruins, uncover headlight, look at each other)

(Cut to VW driven by archeologists down the road)

Narrator: "Volkswagen, engineered to run forever"

“Volkswagen: Golf”

A medium-length Volkswagen brand piece

(A toy McLaren goes around hot wheels track, fails to make the final jump)

Male 1: "Nein!"

(Child walks away, disappointed)

(The scene is repeated with toy Bugatti, again failing the jump)

Male 1: "Nein!"

(A Volkswagen golf goes down and around the track, making the jump)

Male 1: "Das ist gut!"

(Scientists nod, politely clap)

Narrator: "Even a child could see, looks aren't everything"

“Volkswagen: Value”

A long Volkswagen ID Buzz model advert

(A muscle-car driver pulls alongside a VW at a stop sign, chuckling at the family within, before revving the engine to exciting music, and speeding away from the sign)

(The music fades, lights dim, and rain starts to fall on the racer. Sad music plays)

(Cut to the racer looking out his window at the VW family across the street, them getting ready for various trips throughout the year, sledding, fishing, etc.)

(Cut again to the racer having no room to fit his car in the parking garage as the VW parks neatly in a skinny spot)

(Cut once more as the racer pays a fortune for gas, watching the VW drive by... then final cut to the racer pulling up at the beach beside the VW family, greeting them in his own new ID. Buzz)

Narrator: “Volkswagen, it has what *really* matters in a car”

“Volkswagen: Endorsement”

A short Volkswagen Golf GTI advert

(A marketing meeting is in progress between Volkswagen and an NBA-player endorsing the brand. The player looks at a picture of the Golf, bored, and zones out)

(An 80's style scene comes into focus, a daydream with “Oh Yeah” by Yello playing)

(The Volkswagen winks its headlights, wiggles the wipers, and opens the door as the player steps inside)

(Text: “It’ll be a tight fit, but you can squeeze in”)

“Volkswagen: Jealousy”

A short Volkswagen Golf or other compact model advert

(A man and woman struggle to open their car's doors, sandwiched by other large cars on either side, barely squeezing in and ripping their grocery bags in the process)

(A VW owner easily walks up to their car, sets down their groceries in the roomy trunk, gets in smoothly, and drives away with the disbelieving couple left staring behind)

Narrator: "Volkswagen, size isn't everything"

Alternate

Narrator: "Volkswagen, object of envy"

“Volkswagen: Difference”

A medium length Volkswagen ID 4 model advert

(A driver gets into their car, sighs, and commutes to work through city traffic. The scene is repeated several times with a gray overlay, sounds are muted)

(The driver goes past a VW dealership, goes in, and drives home in their new ID 4. Color suffuses the screen)

(The next day rather than go to work the same way, the driver takes the scenic route, sounds are refined, close up of speedometer, wheels, etc.)

(Text: “Some cars are built to run. Volkswagens are engineered to drive. Feel the difference”)

Alternate

(Text: “Volkswagen, a drive worth remembering”)

“Volkswagen: Younger-model”

A medium-length Volkswagen brand piece

(A pretty, middle-aged woman tosses an anniversary picture of her and her husband in the trash)

(She walks outside and steps into a new, pink Volkswagen, appreciating the car and running her hands over the leather before driving away into the sunset)

(Text: “Trade in for a cute little foreigner”)

Alternate

(Text: “Volkswagen, upgrade to a younger model”)

“Volkswagen: Safety”

A short Volkswagen compact model advert

(Two young people try to kiss and cuddle in a Volkswagen, foiled due to lack of space)

(One of the kids comes back home disappointed as their parent watches approvingly from the window)

Narrator: "Volkswagen, the perfect first car to keep your child safe"

“Volkswagen: Always in Style”

A short Volkswagen brand piece

(Close up of a driver, racing around a track)

(Exterior shot of driver drifting the car into a space, pan out to reveal a long line of most stylish Volkswagen models through the years)

Narrator: "Built to be wild, designed to never go out of style"

“Volkswagen: Iconic”

A medium-length Volkswagen brand piece

(Real people view photos or lineups of cars with the logos obscured, try to guess the brand, to little avail)

Person 1: “Ford, maybe Chevy?”

Person 2: “Toyota, could be a Honda...”

(Several prominent Volkswagen models are revealed)

Person 1: “VW love bug! And that’s obviously a Golf”

Person 2: “The Volkswagen Bus!”

(Text: “Volkswagen, reliably iconic”)

Alternate

(Text: “Volkswagen, recognizable for a reason”)