

MITSUBISHI
2006 DETROIT AUTO SHOW

ECLISPE SPYDER VIDEO

Draft 2.0

Written by Jim Koscs

December 7, 2005

SUPPORT

SPEECH

About two minutes speaking time

VOICE OVER

OPEN on a shot of a Spyder in distance driving toward us.

Arriving for 2006...

Shot of inviting, twisty back road. (Maybe also from driver POV?)

The newest driven-to-thrill Mitsubishi ...

Shot of Spyder as it pulls into frame and stops.

... is the third-generation Eclipse Spyder. It's a whole new take on one of the most popular sports machines on the market.

Pan along flanks of Spyder.

The design is more dramatic, more exotic. Yet still unmistakably Eclipse. With the most sophisticated convertible soft-top in its segment.

Spyder running footage.

Eclipse Spyder delivers exciting performance, with a responsive 2.4-liter 4-cylinder engine in the GS and a 260-horsepower V6 in the GT.

Pan up to show Spyder in profile with top up

Top up, the Spyder flaunts a classic speedster profile.

Footage of power top lowering and Spyder driving off.

Zero-to-top-down in 19 seconds. And zero-to-60 in about six seconds for the Spyder GT – dramatically quicker than its predecessor, with much more

SUPPORT	SPEECH
<p>Shot of Spyder, ¾ front. (Maybe show concept car or design sketch, too – split screen?)</p>	<p>responsive handling than before, too. A thrilling new appearance created in the Mitsubishi Design studio in California ... a look that went from concept to production with little change.</p>
<p>Footage of power top disappearing beneath hard tonneau cover.</p>	<p>The cloth convertible top is pure mechanical artistry, right down to the fully automatic flush-fitting rigid tonneau cover. It's something you'll find on \$40,000-plus luxury models, but not on cars in Spyder's segment,</p>
<p>Shot of interior/</p>	<p>Top down, the sporty cockpit melds with the exterior design. Owners can show off the motorcycle-style gauges, rally-inspired one-piece bucket seats and aluminum pedals. The sweeping instrument panel features cool ice-blue illumination. Available luxury includes leather seating surfaces and heated front seats.</p>
<p>PAN from shifter down to drilled pedals.</p>	<p>Eclipse Spyder debuts the first factory-installed audio system by Rockford Fosgate, a a major force in the aftermarket and tuner favorite. The</p>
<p>Close-up of audio system – including the rear subwoofer, which is a unique styling element.</p>	

SUPPORT

SPEECH

	<p>standard 650-watt system includes a subwoofer that makes its own design statement.</p>
<p>Spyder running footage, top down.</p>	<p>The audio system automatically adjusts sound equalization for top-up or top-down driving.</p>
	<p>Concept car styling ... Up to 260-horsepower ... Sport-tuned suspension... Luxury-class convertible top ... Killer audio system they all add up to the attainable exotic ...</p>
<p>Glamour shot of Spyder, parked.</p>	<p>The Mitsubishi Eclipse Spyder for 2006– driven to thrill.</p>
<p>FADE TO BLACK</p>	