

TBWA/CHIAT/DAY

BROADCAST COPY

NATIONAL
NISSAN FRONTIER
"Hill Climb"

:30 TV
CLIENT: NISSAN
JOB NO: FNTR-11-T5343
DATE: September 19, 2011

TBWA/CHIAT/DAY APPROVALS

PR	DATE	CW	DATE	AE	DATE	TM	DATE
TECH	DATE						

VIDEO

AUDIO

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OPEN TO A DUNE BUGGY STRUGGLING TO
MAKE IT UP UP A SAND DUNE.
**LEGAL DISCLAIMER: Dramatization - Do
Not Attempt.**

Spectator: Gun it bro!

CUT TO SPECTATOR WITH A PUZZLED LOOK
ON HIS FACE.
CUT TO A SHOT OF A FRONTIER DRIVING UP
THE SAND DUNE.

Spectator: What's this guy
doing?

FRONTIER CONTINUES UP THE SAND DUNE
AND HELPS THE DUNE BUGGY OVER THE TOP
OF THE HILL.

FRONTIER COMES BACK AROUND AND PERCHES
ON THE TOP OF THE SAND DUNE,
TRIUMPHANT.

VO: The midsize Nissan Frontier
with full size horsepower and
torque.
Innovation for Doers. Innovation
for all.

CUT TO NISSAN BADGE

SUPER: NISSAN BADGE
SHIFT_the way you move.

Exhibit A

5353 GROSVENOR BLVD, LOS ANGELES, CA 90066-6913 TEL: (310) 305-5000 FAX: (310) 305-6000

Exhibit B:

DVD of NISSAN FRONTIER
“HILL CLIMB” TV Commercial
(See attached)