



RADIO

Client: Subaru
Product: EyeSight
Length: 30 seconds
Date: 7/2/2011
Title: Driver Fatigue
Version: 2
Key Number: SSUB121_DF

SFX: Driving sounds (under and throughout).

FVO: She was tired. I had my eyes locked on the lane markings and didn't take them away. She must have started to lose focus. And began to drift out of her lane. Straight into the path of a truck. So I warned her as loud as I could and she snapped out of it. If I wasn't there who knows what could have happened.

My name is EyeSight, an innovative driver assist system that acts as a second pair of eyes.

From Subaru. All 4 the Driver.



RADIO

Client: Subaru
Product: EyeSight
Length: 30 seconds
Date: 7/2/2012
Title: Truck
Version: 1
Key Number: SSUB121_TK

SFX: Driving sounds (under and throughout)

FVO: We were driving home from work. He wasn't drunk. He wasn't tired. It was just a normal drive home.

He only glanced away for a second. Just a second. That was it. Up ahead I saw the truck reversing out. I could tell he wouldn't be able to stop in time. But we did. If I wasn't there, he may not have.

My name is EyeSight, an innovative driver assist system that acts as a second pair of eyes.

From Subaru. All 4 the Driver.



RADIO

Client: Subaru
Product: EyeSight
Length: 30 seconds
Date: 13/2/2012
Title: Highway
Version: 3
Key Number: SSUB121_HW

SFX: Driving sounds (under and throughout).

FVO: It was a long drive. We were on the freeway coming back from his parent's. He was driving and the kids were fighting as usual. I was watching the white van in front. Then he turned to look back. And the van braked suddenly. I was thinking, "he needs to slow down!" So I helped him. Fortunately for him, this time, I was able to stop the car.

My name is EyeSight, an innovative driver assist system that acts as a second pair of eyes.

From Subaru. All 4 the Driver.