

# WRX STi video script DRAFT

March 9, 2003

Approx. 16 minutes

1. Rally History	The unrelenting grip of Subaru All-Wheel Drive has been conquering rallies all over the globe for more than 20 years, under all imaginable weather and road conditions.	VO WRC/SCCA Footage
2.	With its debut in 1993, the first-generation Impreza became one of the most winning forces in World Rally Championship racing, taking three consecutive manufacturers' championships in 1995, 1996 and 1997. Subaru continues to achieve major rally wins around the world, and rally success has left an indelible stamp on the Subaru DNA ...	VO Source from the 2002 WRC/WRX tape (FLASH BULB SHOT FROM MONTE CARLO)
3. STi History	The letters STi have identified the most serious high-performance Subaru Impreza models for a decade in other markets – and now for the first time in the U.S. with the 2004 WRX STi.	VO Move on Sti badge or car to car from badge
4. Rally designed for the street	BMW has M-Power, and Mercedes-Benz has AMG to produce their high-performance specialty models ... but STi delivers a more focused high-performance package. STi is about driver excitement. The letters stand for Subaru Technica International -- the high-performance and motorsports subsidiary of Fuji Heavy Industries Ltd. Using know-how and technology gained through the fiercest competition, STi feeds its rally-winning expertise directly into the cars that carry its initials.	VO (RALLY PREP FOOTAGE??) WRC/WRX PETER STEVENS
5.	The U.S.-market Impreza WRX STi gives up nothing compared to models offered in other markets and in some ways offers more performance. For example, the 2.5-liter turbocharged powerplant is the largest displacement engine ever put in a WRX STi model. And it's exclusive to the North American market. This unique engine produces an astounding 300 horsepower at 6,000 RPM and 300 lb.-ft. of peak torque at 4,000 RPM. It's the most powerful 4-cylinder engine available in the U.S.	VO Running footage track high excitement
7	WRX STi brings rally-proven technology to the road, including Driver-Controlled Center Differential All-Wheel Drive ... Suretrac limited-slip front differential ... mechanical limited slip rear	VO action footage

	differential inverted strut suspension ... driver-controlled intercooler water spray ...and much more.	
8 Driver's Introducti on	Hi, I'm Tom Kendall. (short driver bio) This amazing car draws a direct connection between road and track. It's a complete performance package that rewards driver involvement with driving excitement.	TOM  Drives up pit road, Exiting car, taking off helmet, gloves...  US rally driving and winning
9		
10	Don't think of WRX STi as a souped-up WRX. In fact, these two models share little more than the basic body shell, some interior trim ... and, of course, the Subaru "DNA" that makes these great drivers' cars. But all major mechanical systems in WRX STi are unique to this model.	TOM
11 Exterior Features	For 2004, every Impreza model gets a bold new front-end and a redesigned rear-end. It's not just for looks. The Subaru World Rally Team had direct input into the design to enhance aerodynamic balance for rally competition. The striking design deliberately brings the World Rally Championship spirit to the road.	VO  Detailed rig shots or jib move around car
12	WRX Sti features large High Intensity Discharge headlights. They're brighter than conventional bulbs and give the car even better night lighting. New air intakes provide more cooling needed for rally endurance – and street performance, and the dual-plane rear spoiler helps provide extra stability on the track	VO  Detailed rig
13	The hood scoop is larger than on the WRX to feed cooler outside air to a larger intercooler.	VO  Detailed rig
14	Standard 17-inch BBS light alloy wheels are available in either gold or gun metal gray. BBS is just one of the top-line brands associated with this car. They're a supplier to the Ferrari Formula One racing team, and so is Brembo, which supplies the brake system for WRX STi and some of the world's best performance cars.	TOM  Next to car with wheel and caliper
15	"No compromise" meant keeping the package as light as possible. So WRX STi uses lightweight rear window glass and deletes the audio system.	TOM

16 Subaru DNA	Let's get into the heart of this machine. DNA is the genetic material that makes each of us unique. Subaru DNA is based on our Core Technology – the boxer engine, long-travel 4-wheel fully independent suspension and Full-Time All-Wheel Drive.	Move into scoop
17	Impreza WRX STi represents the ultimate development of Subaru Core Technology: it's got the most powerful engine we offer, a rally-derived suspension system and the most performance-directed All-Wheel Drive system that we make.	High speed action montage
18 Push in close through air scoop ...	The large hood scoop funnels air to the intercooler, which helps reduce the compressed intake air temperature for increased power and performance. WRX STi adds a driver-controlled intercooler water spray system. When activated, a water mist sprayed across the intercooler absorbs additional heat from the intake air for increased power and performance. It's a rally development that can help make the intercooler more efficient during high-performance driving. The water tank is in the trunk to shift a bit of weight to the rear for better vehicle weight distribution.	MOVE TO A DIFFERENT LOCATION IN SCRIPT  Spray bar and switch
18 Driver explains 300 hp – a purpose- engineere d high- performa nce engine	The high-boost turbocharger is a major factor in getting 300 horsepower from 2.5-liters – but there's much more. Subaru engineered the entire powerplant for maximum performance and durability.	TOM IN CAR coming off of high speed footage LARGEST ENGINE
19	The aluminum alloy cylinder block uses a semi-closed deck design and reinforced crankshaft journals to add strength for high boost conditions.  The connecting rods are forged high-carbon steel and beefed up for extra strength. Forged aluminum alloy pistons handle high temperatures with minimal friction.	Cutaway engine ??? guide book
20	The dual overhead camshafts are hollow to reduce reciprocating mass for quicker engine response and to lighten the overall engine weight. And here's something new for the U.S. ...the Active Valve Control System uses variable valve timing to optimize power and torque throughout the rev range. So the engine automatically tunes	AVCS footage (CHYRON AVCS)  in city/track

	itself for high-RPM performance or low-speed traffic on the fly.	
21	Engine performance has been fine-tuned down to every detail. For example, sodium-filled exhaust valve stems direct damaging heat away from the valves, and iridium spark plugs have a higher melting point than platinum for increased durability and a stronger spark.	cutaway
22 Cut to turbo visual	The high-boost turbocharger produces 14.5 PSI max boost. Response is <u>immediate</u> , thanks to a new drive-by-wire electronic throttle control and the Active Valve Control System. The rush of power really pushes you into the seat.	Passing camera car and feet on pedals and shot of Tom driving
23 Subaru DNA – Boxer engine	When we talk about Subaru DNA, we could start with why the company has been building boxer engines for over three decades. This design is a big advantage on the rally circuit, and it remains a distinct Subaru advantage on the road.	Tom standing pit road, rally footage
24	Compared to inline or V-type engines, a boxer runs with less vibration and doesn't require balancer shafts to counteract vibrations. A boxer lays the cylinders flat. Carrying the heart of the engine down low gives a Subaru a lower center of gravity, and that translates directly into more stable handling.	Tom with rally engine.
25		
26 Subaru DNA – AWD	All-Wheel Drive technology is a cornerstone of Subaru engineering. Getting 300 horsepower to the ground demands a sophisticated All-Wheel Drive system.  WRX STi uses Driver-Controlled Center Differential All-Wheel Drive -- or DCCD. A planetary center differential splits engine torque 65 percent to the rear wheels and 35 percent to the front wheels to increase handling agility and provide more of a performance-driving feel.  An electronically controlled multi-plate transfer clutch continually adjusts the torque split for optimum handling under all driving and road conditions.	Tom outside of car with overhead shot  ????????
27 Subaru DCCD in	DCCD All-Wheel Drive offers automatic and manual modes. Automatic mode provides the best all-around performance, because	Tom talking and driving

action.	the system actively responds to the driver's inputs. It continuously sets the ideal power distribution depending on acceleration, deceleration, cornering force and wheel slippage.	
28	Here's how DCCD helps give WRX STi amazing cornering grip in Automatic mode:	(Voice over car going through 180-degree turn)
29	As the driver releases the throttle and applies the brakes approaching a turn, center differential locking force is minimal. Then, as the driver turns the car into the apex the lateral g force increases, the DCCD system begins to lock the differential, transferring power to the front wheels. As the car exits the corner and the driver applies the throttle, DCCD continues to progressively lock the differential to help prevent oversteer, keeping the car stable.	(WRITE TO PPT)
30		
31	The driver can select Manual mode to custom-tailor All-Wheel Drive performance. Using a thumbwheel on the center console, you can select from among six levels of center differential locking. From a 35:65 split, <u>increasing</u> the locking factor transfers more power to the front wheels to a maximum of 50:50. This allows the driver to adjust the car to the conditions – weather, road, the pavement surface or even just the driver's personal style.	(Visual – driver's hand on DCCD switch and thumbwheel DASH LIGHTS)
32		
33	A Suretrac limited-slip front differential and mechanical limited-slip rear differential help keep the inside wheels from spinning during hard cornering. Suretrac is a gearless unit that responds to a torque difference between left and right wheels to increase traction and reduce understeer. Locking action is smooth and progressive, and it doesn't interfere with steering response.	Outside performance view Cutaway photo from FHI brochure p19 inside steering wheel view performance cornering

34 From Interior	The DCCD All-Wheel Drive system and limited-slip differentials work so quickly and smoothly, all you feel from the driver's seat is an astonishing level of cornering grip and stability. Combined with the rally-proven suspension and quick-ratio power steering, DCCD All-Wheel Drive gives WRX STi handling response in league with the world's best sports cars.	???? alternate scene or continuation of running footage
6	A robust new 6-speed manual transmission harnesses the explosive power. The carefully chosen ratios are well matched to the engine's power curve, and the shifter's short, positive throws unleash a continuous flow of power with every shift.	VO cutaway – action in car of shifting and maybe pedals
35	The stiff body structure helps to minimize flex under aggressive cornering. Subaru engineered the Impreza platform from the beginning to take this level of performance, so there was no need to add extra body supports or strut tower braces in creating the WRX Sti model.	Body in white image from FHI
36 Suspension	<p>WRX STi suspension draws directly from rally-winning experience. Aluminum front lower L-arms reduce weight, and reinforced crossmembers help prevent lateral flex under extremely high cornering loads.</p> <p>Compared to the standard WRX, the WRX STi version sits 0.4 of an inch lower, reducing the center of gravity for even better handling.</p> <p>Inverted struts at all four corners reduce unsprung vehicle weight and increase bending resistance for quicker, more positive steering response and more consistent performance under hard cornering.</p> <p>The strut piston is essentially upside down inside a larger, stronger strut tube providing better damping force and maintaining a better wheel contact with the road.</p>	<p>Rally leaping shot</p> <p>Front suspension under car shot</p> <p>Handling shot exterior</p> <p>Rear suspension</p> <p>Cutaway strut</p>
37	The suspension was tuned specifically to work with the high performance 225/45 ZR17 Bridgestone Potenza RE070 directional summer tires. The quick ratio steering adds to the excellent maneuverability.	Shot of wheel and tire – make sure to show tire tread pattern
38 Brembo Performance Brake	The Brembo Performance Braking System provides the kind of stopping power you might expect in a Ferrari. No surprise that Brembo is the supplier to Ferrari Formula One and championship	Shot of Brembo caliper and rotor cutaway

System, Super Sport ABS	winning racing teams around the world. The vented disc brakes use four-piston fixed calipers in front and twin-piston fixed calipers in the rear. The ventilated rotors are huge -- 12.7 inches diameter in front and 12.3 inches in the back.	
39	The WRX Sti features a new ABS system called Super Sport ABS. Its designed to help reduce stopping distance and understeer when cornering, increasing handling and vehicle stability.	High speed braking shot going into a corner Jib in corkscrew
40	Here's how: Conventional ABS systems control the rear wheels as a pair. Using input from a lateral g-sensor, Super Sport ABS controls braking pressure at each rear wheel independently. This provides more effective use of the rear brakes during high-performance driving, reducing braking effort at the front wheels to help minimize understeer when cornering.	Boom shot into corner ABS braking
41	Electronic Brake-force Distribution, meanwhile, provides more precise control of braking pressure between the front and rear wheels based on the vehicle load to improve stopping distances and stability.	(CHYRON EBD)

42 Safety	Be assured, the car's high-performance capability is perfectly in sync with the Subaru philosophy of "Active Driving / Active Safety," which demands excellent visibility, handling and braking.	Tom
43	WRX STi covers passive safety with the Ring-Shaped Frame Reinforcement body structure, front sub-frame for enhanced off-set collision performance, front and rear crumple zones, side-impact door beams ... and front seat head/chest side impact airbags.	??FHI footage
44 Authentic Driver's environment	Subaru rally experience carries into the authentic driver's environment. One look inside and you just want to get in and DRIVE this car.  One-piece performance-design seats feature integrated head restraints, and the perforated blue Ecsaine fabric and the g-force absorbing side bolsters help provide support when cornering. Even the kill-switch style master key hints at the special nature of this unique automobile.	Tom
45 Close-up on instrument panel	When you turn that key to start the engine, WRX STi gives a quick hint at the performance potential. The red illuminated gauge needles swing to their maximum positions and then back. Notice the 9,000-RPM tachometer is in the center – directly in the driver's line of sight.	Detail shots of gauges pull back to show location
<b>46 Close-up on steering wheel</b>	The 3-spoke leather-wrapped steering wheel provides the driver with a clear view of the instrument panel. It's a Subaru World Rally Team design for a visual link to Subaru rally tradition.	Through the wheel and drive away
47	The driver can even set a rev alert buzzer and light on the tachometer for specific performance goals. It's another special element that tells you <u>the driver</u> controls the WRX STi -- not the other way around.	Acceleration down pit road
48 Put all together ...	Combine exotic technology with hypnotic performance and you get Impreza WRX STi, a new automotive legend. The WRX STi is a complete package engineered from end to end for no-compromise high performance. And of course, it's all backed up by Subaru engineering, quality and durability.	Action on track then cut to VO over more action footage
49 300-hp	The 300-horsepower WRX Sti is the closest connection yet to the	Tom

Rally/Street car	Subaru rally winners. It's race-proven but street legal.	
50	<b>End titles.</b>	