**[Transcript: Driver Endorsement Sebastian Vettel Shell Helix video]**

**Title: Driver Endorsement Sebastian Vettel Shell Helix video (English version)**

**Duration: 0:21 seconds**

Campaign Name: Ferrari Driver Endorsement Global Campaign 2015

Date completed: 26.03.2015

**Description:**

Short video of German racing driver, Sebastian Vettel, currently driving in Formula One for Scuderia Ferrari and seen in video getting into a racing red Ferrari, endorsing Shell Helix Ultra with PurePlus Technology.

**Driver Endorsement Sebastian Vettel Shell Helix Transcript:**

[Background sound]

Stark, computer sound indicating a ‘drop of something’ but in a trance music style. Can also hear the sound of a cap being screwed off of a bottle.

[Visuals]

We are looking under the bonnet of a red, Ferrari sports car at its pristine engine. The hands of a white male are seen unscrewing the lid off of a bottle of Shell Helix Ultra with PurePlus Technology and pouring the oil into the engine.

[Sounds]

The echo of the computer sound builds.

[Visuals]

Quick cut to pulled back shot of red Ferrari, side angle focus on front and right front side of car. Ferrari logo is clearly visible in centre of hubcap of right front wheel. Man, seen from his torso down and wearing back jacket, jeans and red driving moccasins, firmly closes bonnet of car. He moves towards his right.

[Visuals]

Quick cut. Shot pulled farther back to reveal car in total from its right side. The Ferrari logo (along with the logo still visible in the wheel’s hubcap) can be seen on the right hand side of the car, just below where the right side window and the windscreen meet.

The red Ferrari is parked in front of a petrol pump, in what looks like an unadorned and empty petrol station. There is blue sky in the background with light streaks of white cloud.

The man is standing behind the car, at the door on its left side. He opens the door (presumably the driver’s side door) and begins to get into the Ferrari.

Though he is a little far away, you can see he is Sebastian Vettel, currently driving in Formula One for Scuderia Ferrari.

[Sounds]

Voice of Sebastian Vettel: “Shell Helix Ultra with PurePlus Technology is the only motor oil I trust.”

[Visuals]

Sebastian Vettel gets into the car as you hear his endorsement.

[Sounds]

As Sebastian Vettel speaks, you can also hear the car door open and then shut. The door shutting punctuates the end of Vettel’s sentence, as if audibly putting a full stop on the endorsement.

[Sounds]

There is only silence after you hear the door shut.

[Visuals]

Quick cut to white background with the words: ‘Shell Helix Ultra With PurePlus Technology’ – with logo in the ‘X’ of Helix – in the centre of the screen.

[Sounds]

Silence

[Visuals]

‘Developed with’ and Ferrari logo fade into top right-hand corner to be see along with ‘Shell Helix Ultra With PurePlus Technology’

[Visuals]

Switch to final image of Shell logo against white background

[Sounds]

Computerised cello plays very short closing coda

[End]