

"THE CADILLAC HIVE"

CAST

Narrator - Dramatic James Earl Jones voice

Dad - Late 30's, All-American handsome

Daughter - 6, All-American cute

Son - 4, All-American cute

Mom - Early 30's, All-American pretty

Grammy - 70's, classic grandmotherly look, uses a cane

(Close-up of the Cadillac hood ornament. Pan out into a walkaround shot of a brand new luxury car in the driveway of an upscale house.)

(SFX: Grand, but quiet, orchestral music.)

NARRATOR (V.O.)

Only one name in automobiles can be the undisputed leader in luxury and performance. Cadillac! And this year's new Cadillac Hive offers just as much exhilaration as it does elegance.

(DAD walks out of the house, admiring the car.)

(SFX: The orchestral music quietly morphs into Wagner's "Flight of the Valkyries." It gets louder, but never loud, over the next few seconds.)

DAD (Talking back over his shoulder towards the house.)

Come on, everybody. We're going to be late to see Grammy.

(DAD opens the car's backdoor, and DAUGHTER and SON run out of the house and into the car. The car door is left open.)

DAUGHTER and SON (Being kids, fooling around, wrestling for the best seat, and talking over each other.)

I hope Grammy made cookies again. . . That's my book. . . I love going to Grammy's. . . I want the other seat!

MOM (Getting into the car and lovingly talking to the kids.)

Okay, you two. There's plenty of room for everyone here.

DAD (Kiddingly to everyone.)

Hey, aren't we forgetting something?

EVERYONE (Excitedly.)

THE BEES!

NARRATOR (V.O., extra dramatically)

Ah, yes . . . The bees.

(A beat. "Valkyries" hits its crescendo as thousands of bees swarm out of the house and into the car. DAD shuts the car door behind them and quickly gets into the driver's seat. Music stops exactly when the car door shuts.)

NARRATOR (V.O.)

With our latest state-of-the-art engineering, stylish leather interior, and more room to transport bees than most other luxury sedans on the market, the Cadillac Hive will have you pinching yourself to see if you're dreaming.

(CHYRON: National Highway Traffic Safety Administration: "We have not verified any of these claims.")

(Overhead shot of the car driving down a pastoral road, swerving all over and braking erratically.)

NARRATOR (V.O.)

Precision handling and advanced braking technology make the Cadillac Hive stand out in a crowd, as does its ability to comfortably fit over 17,000 bees.

(CHYRON: Your bee capacity and level of comfort may vary.)

(CHYRON: National Highway Traffic Safety Administration: "Your property damages, insurance liabilities, and injuries may also vary.")

(Montage of young hipsters talking in a conference room; assembly line workers in bee suits; close-up of hands sketching cars with bees inside.)

NARRATOR (V.O., cont.)

Skillfully fashioned by artists and engineers working as one, your bee needs have never been in better hands.

(Shot of thousands of bees swarming all over crash test dummies in a car. Then, shot of observers in white coats and safety goggles inspecting the chewed-up dummies in a lab.)

NARRATOR (V.O., cont.)

And in keeping with Cadillac's well-earned reputation of balancing convenience with safety, the Hive provides both drink holders and EpiPen holders at every seat.

(Shot of a young kid smiling and giggling as he takes a sip from a cup and gets an EpiPen shot.)

(CHYRON: National Highway Traffic Safety Administration: "This is not safe. None of this is safe.")

NARRATOR (V.O., cont.)

And speaking of "well-earned," the Cadillac Hive is proud to have been voted the Number 1 Luxury Vehicle by "Road and Track and Beekeeper" magazine.

(Magazine cover of the Hive parked in front of a castle. On its hood, dozens of beehives are stacked up to form a "#1" with a bikini-clad model wearing a beekeeper's helmet lying next to it. Other cover stories are "Best Getaway Car For Murder Hornets" and "Will Honey-Fueled Engines Power the Cars Of The Future?".)

(Superimposed over the magazine are pullout quotes read by the NARRATOR.)

NARRATOR (V.O., cont., reading quotes as they appear on screen.)

Motor Trend magazine says, "When you drive the new Hive, let us know how it is because we're not getting near it."

Car & Pun magazine says, "Bee-fore we test drove it, the new Cadillac Hive left us scratching our heads. But it's not pollen any punches to say that this honey of a car will have you putting on your yellow jacket and swarming to your nearest Cadillac dealer."

And for the first time ever, Triple A and Kelly Blue Book teamed up to say, "This raises so many questions that we just can't answer."

NARRATOR (V.O., cont.)

Well, is one of those questions, "Who just recently received the J.D. Power award in the 'Best Car For Transporting Flying Insects That Sting' category?"

(IMAGE: A J.D. Power trophy with a question mark over it.)

NARRATOR (V.O., cont.)

And as they say, it's not bragging if you can back it up, so let's take a look at how the so-called competition stacks up to the Hive.

(IMAGE. Animated with checkmarks and Xs filling the cells.)

	CADILLAC HIVE	Lexus LS500	Audi A8L	BMW Gran Coupe
Bees	✓	X	X	X
Hornets	✓	X	X	X
Wasps	✓	X	X	X
Yellowjackets	✓	X	X	X
Mosquitos	✓	X	X	X
Rabid Skunks	X	✓	✓	✓

NARRATOR (V.O.)

Check, and mate!

(CHYRON: National Highway Traffic Safety Administration: "STOP THIS RIGHT NOW!")

(Car erratically pulls into GRAMMY's driveway, where she's waiting. Smiling DAD gets out of the car, his face severely blistered and stung.)

GRAMMY (Not really paying attention to DAD's condition, waving her cane at the car.)

I hope you brought the little ones with you. All of you get out here and give your Grammy some honey.

(Backseat opens. The kids and bees swarm GRAMMY lovingly.)

NARRATOR (V.O.)

The Cadillac Hive. Luxury driving with more bees than you can shake a stick at.

(Shot of the car with small clusters of bees still exiting.)

(GRAMMY sticks her head into the shot from the side. It is comically swollen and blistered, and there are bees in her hair.)

GRAMMY (Gently waving her cane.)

Never shake a stick at bees.

(CHYRON: National Highway Traffic Safety Administration: "She's right.")

(SFX: Grand, but not loud, orchestral music in the background.)

(A walkaround shot of the car. Pan in to a close-up shot of the Cadillac hood ornament. A dozen bees land on it.)

NARRATOR (V.O.)

The Cadillac Hive.

(Sound of NARRATOR slapping himself.)

NARRATOR (V.O., cont.)

OUCH!