

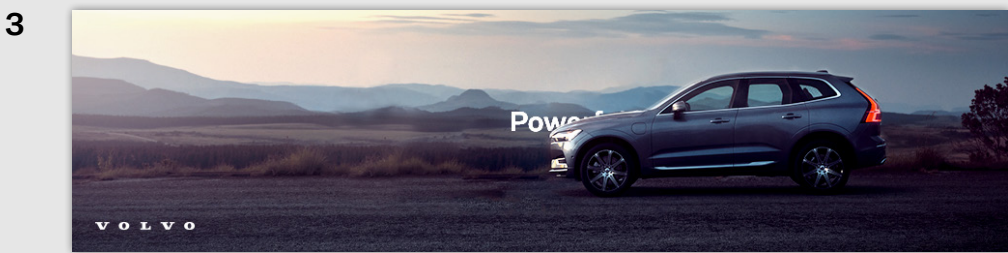
# XC60 Awareness - Leaderboard and Billboard



The word powerful floats in the centre of the frame.  
The car slides into the frame, moving forwards swiftly.  
The camera subtly pans from left to right to give the sequence more motion.  
The wheels of the car are spinning as it moves.



The car quickly progresses, camera still panning.



The car overlaps the word 'Powerful'.



As the car speeds past the word, a motion blur effect is applied to the word to accentuate the speed of the car.  
  
The camera is still panning.



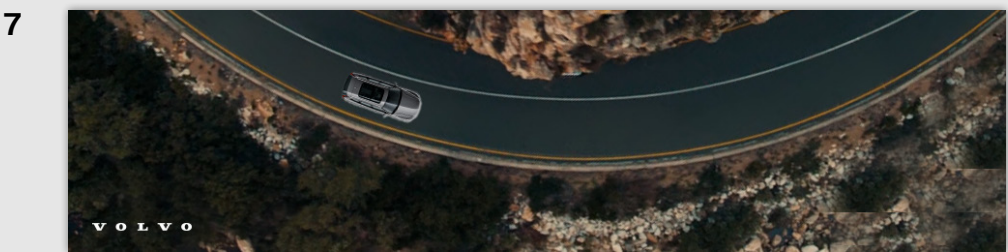
As the car moves out of the frame the motion blur increases on the word and it moves left slightly as if pulled by the force of the car's wind.



The word is now very blurred and faded.  
We cut to the next frame just after the car has moved off completely.



XC60 Awareness - Leaderboard and Billboard

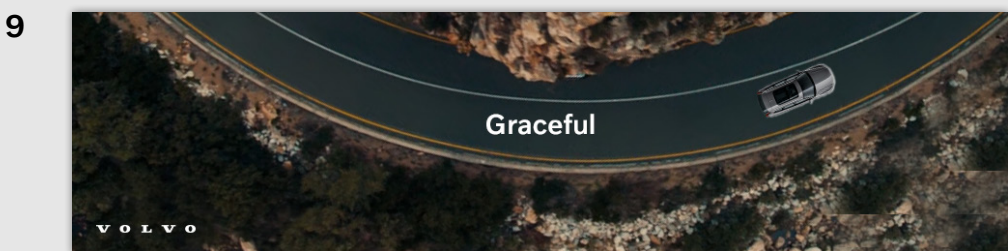


The car moves forward around the bend.

The camera pans gently out throughout this sequence.



As the car reaches the centre, the word 'Graceful' fades into frame: The letters fading in one by one as the car moves over each one.



The car moves swiftly around the bend and out of frame leaving just the word 'Graceful' in the centre.

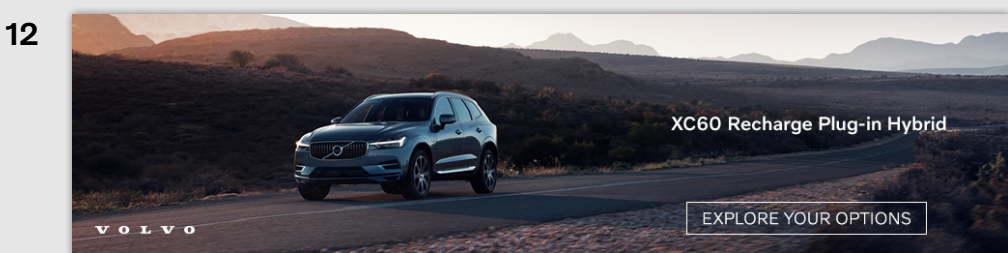


The charging port and word glow slowly on and off in unison 3 times.

A subtle light leak from the top left hand corner gives the scene more movement.



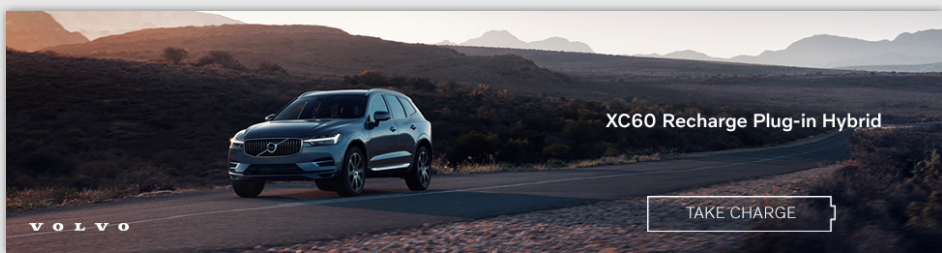
The glow on the word is subtle and elegant.



We cut to the last frame - where just the image and Volvo word mark are visible.

The car moves gently forward as the CTA and model name fade in.

End frame option 2

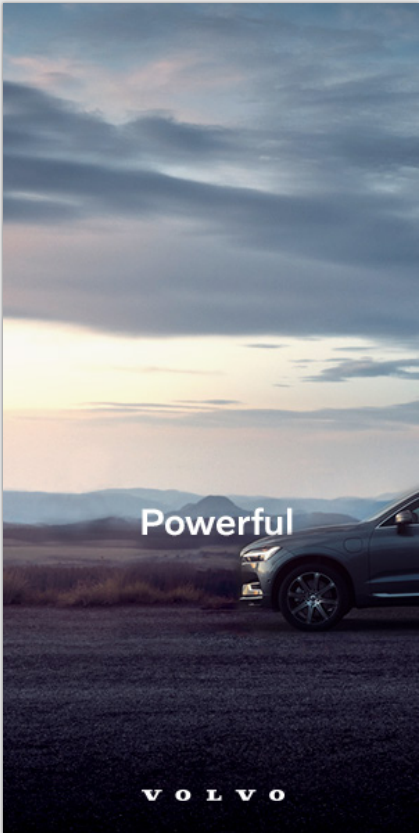




# XC60 Awareness - Double MPU

Please refer to the animation directions above.

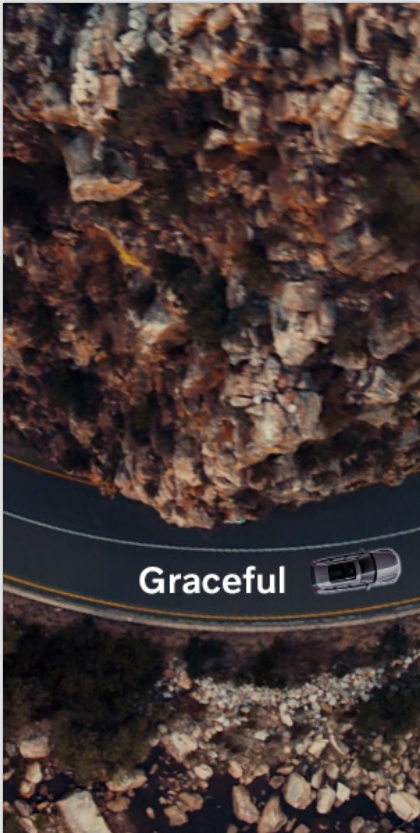
1



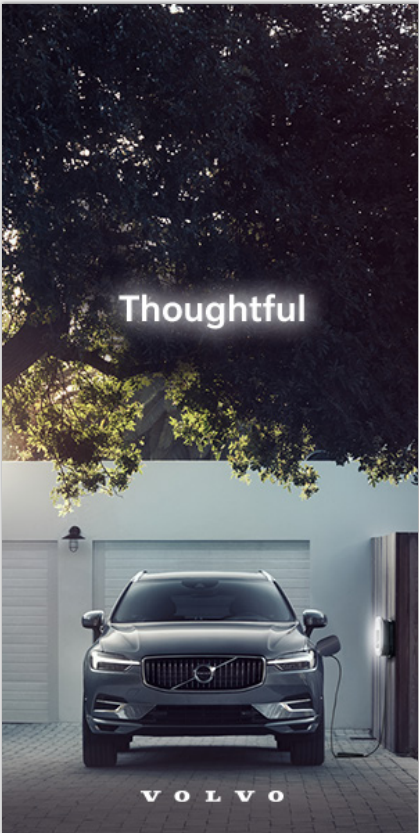
2



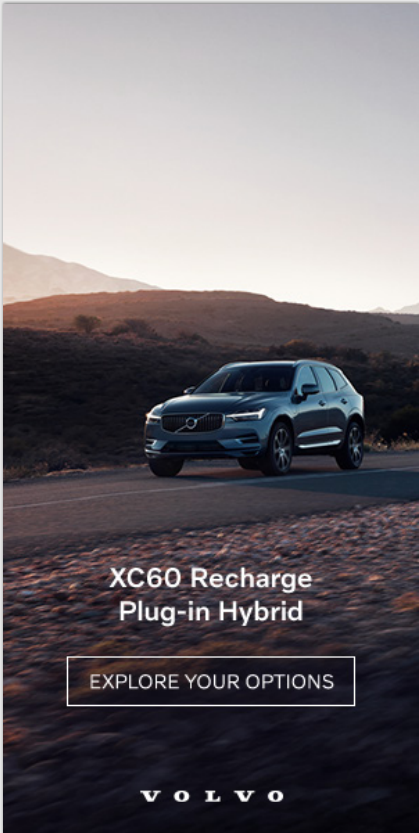
3



4



5



End frame option 2

