



## Cars 3 Proposal Ideas

### A Method to Her Madness

Word around set is that Kerri Washington is getting a little too “method” and her cast members aren’t amused. To reflect her character Natalie Certain’s role, she has completely immersed herself in reporting.

Let’s follow her around set as she announces absolutely **everything that everyone does**. This will be complimented by soundbites from other cast members – complete with eye-rolls and head shaking of course!

Kerri Washington:

- While approaching Owen Wilson at the crafty table - “Today on set, Owen Wilson ate a Fig Newton!”
- Following Larry The Cable Guy on set - “Larry The Cable guy is walking. He’s still walking. Walking. Walking...”

### Predictable Predictions

Kerri Washington is convinced that she has adopted Natalie Certain’s uncanny ability to predict future outcomes. The only thing is - her predictions aren’t too impressive.

While on set, Kerri will predict everyday events that happen to her cast members. Is Larry the Cable Guy walking on set? There’s a 98.7% chance he’s going to continue walking until he reaches his destination.

Is it raining outside? Odds are about 3 to 1 that if you step outside without an umbrella, you may get wet!

### You Should CERTAIN-ly Watch This Movie

Natalie Certain is all about statistics! Who is going to win? What are the odds?

Kerri Washington talks to the camera and explains how, with mathematical certainty, the viewers will enjoy Cars 3.

While wearing a scientist’s lab coat, she goes through a long-winded equation on a chalk board or white board. She scribbles away – adding multipliers, dividers, and chemistry symbols like a mad scientist!

Punchline: “So you can see by this equation, Cars 3 will be thoroughly enjoyed by all who watch it. But the #1 piece of evidence, on top of this already fool-proof equation, that proves why you’ll love this movie is...ME!”



### **Uber Excited for Cars 3!**

A cast member of Cars 3 is behind the wheel in an Uber car dressed up exactly like their character! Owen Wilson drives a red hot Lightning McQueen car, Larry drives a brown, worn out truck that resembles Mater, and Cristela is in a zippy yellow Cruz car!

Let's zip around LA as the cast surprises all sorts of Angelenos with both a hilarious character car and the stars themselves in the driver's seat.

Of course we could use Lyft as well!

### **Car Advising Services**

In order to tackle tough subjects, sometimes movie sets will hire advisors to help actors ensure they accurately portray their character. On the set of Cars 3, the advisor is none other than – a car. Yep, a real car. And the car is a diva!

In the VO booth, instead of a director taking the reins, the car is intently watching each recording session. Whenever the cast members “mess up” in the VO booth, they're subjected to the car honking, flashing its high beams, revving up its engine, etc. The interruptions are frequent, as the diva car is hardly ever pleased. How are the cast members supposed to get anything done??

The option to translate car noises with subtitles could be fun, as the actors could argue back and forth with the car's difficult personality. This piece would be complimented by sound bites from cast members who are all frustrated with the diva advisory car.

### **The Technical Consultant**

When the producers of Cars 3 hired the technical consultant for the film to help advise the actors on how cars really work, they had no idea what they were getting into. Meet Mr. Mick Cannic, the consultant who thinks it's necessary to take oil baths, get a tune up with a wrench to the shoulder and have your arms and legs rotated to get into character.

Owen: “At first I thought it was some sort of prank. But then I realized, this guy really is crazy! I mean certifiably insane.”

Cut to: The mechanic trying to “tune up” a cast member's shoulder with a wrench. Or trying to cure achy knees with an oil can.

Punchline: Larry the Cable guy is LOVING the services of Mr. Mick Cannic. He wants his shoulder to be wrenched on every day! He gulps from a cup labeled “oil” – Mr. Cannic's cure-all elixir.



### **Rookie Audition Setting**

The “rookies” stepped into auditions not fully understanding what would be needed of them. Let’s take a look at some of the new talent that’s heading our way in Cars 3, and their ridiculous antics in the audition room.

They make their best car impression, re-enact a car crash, and other types of hilarious car-related scenarios.

“When I found out I was auditioning for Cars 3, for the role of a car, I really thought I had to be a car.”

“I would just hang out at gas stations and listen to all of the cars that came in.”

“VROOOOOM!!!!!!!!!!”

### **Learning from A Car**

In order to better connect with their roles, the “rookies” try to understand their cars on a deeper level. They’ve taken on a daily routine of spending extra quality time with their vehicles. Meditating with their cars, talking with them, sharing a sandwich, exchanging childhood stories, etc.

“When I found out I was cast in Cars 3, I spent an entire month in my car.”

They emerge from their cars with disheveled hair and a toothbrush in hand.

Cristela: “Living in my car had nothing to do with me getting evicted from my apartment. Just sayin’.”

### **Cars 3 Rejects**

The casting process can be a tough one. Let’s interview someone who felt the sting of rejection – an actual car. We’ll interview him and get his thoughts on not being cast in the movie. We’ll use actual car noises but use subtitles to translate his dialogue.

Punch line: It could end on a football hitting the car, and Owen Wilson appearing to have missed a football while playing catch. He apologizes, and then gives the car a farewell “ka-chow!”

The car then turns into a total fan boy, asking if that was indeed Owen Wilson. The car alarm goes off – translated as the car freaking out that he just met the star of the movie!!



### **An Old Dog with New Tricks**

Let's follow Richard Petty as he's decked out in prosthetics that make him appear to be upwards of 80 years old. Seemingly he's at the race track for a short joy ride, a wish on an old man's bucket list, and he's guided by a racetrack employee in the passenger seat who has no idea what's going on.

One minute, Richard is struggling to buckle his seatbelt. He asks the racetrack employee all kinds of simple questions. How do you adjust the rearview mirror? Are the gas and brake pedals the same on a racecar?

Richard starts at a snail's pace. Next thing you know – Richard speeds off! Zipping around the race track like the pro he is! We capture all the hilarity of an old man being completely skilled behind the wheel, and the shocked reaction of the poor guy in the passenger seat.

### **Anything You Can Do I Can Do Better**

Lightning McQueen and Cruz have a fun, competitive friendship in Cars 3. Let's follow Owen Wilson and Cristela Alonzo as they spend the day together. The director prompts them – “Guys, let's really get into your roles here. I need to see more spark, more competition between you two.”

Owen and Cristela are up for some “friendly” competition. Their playful banter quickly escalates into endless competitions whenever they're in the same room.

- Casually drinking a bottle of water? Not so casual anymore, as they lock eyes and chug, chug, chug!
- Walking to set? Walking turns to speed walking, speed walking turns to jogging, and jogging to sprinting!
- Arm wrestling? It's on!
- Cristela doing a morning yoga session? You better believe Owen shows up in yoga pants ready to WORK.

### **Facebook Live Event**

The cast would set up in a Q&A panel and an interviewer would be guiding them through questions from fans in a Facebook live feed!



### **I Am Speed**

Lightning McQueen says “I am speed” before every race to get himself pumped up and in the zone! Let’s follow the cast of Cars 3 as they walk us through how they prepare for the VO booth.

We see Owen intensely practicing his “Kachow”, Cristela doing vocal exercises, Kerri furiously spitting out facts then....

Punch line: Larry The Cable Guy is asleep in a chair with Cheeto cheese on his mouth, and some crumbs on his shirt. No routine.

### **Tongue-Twister Competition (ALT to I Am Speed)**

Voice over work is all about, well – your voice! Let’s step into the VO booth with all of the cast members and take a look at some of their zany warm-up exercises. Then they’ll go head to head in a tongue-twister competition.

### **A Scandalous Mash-Up**

We’re mashing up the Cars 3 set and Kerri Washington’s world of “Scandal”. Washington, hard-wired by her role on Scandal as a “fixer”, is always ready to diffuse any potential conflicts on set. The problem is – what if there’s no bomb to diffuse? Kerri is starting to earn a reputation that she blows everything out of proportion.

Example: Owen Wilson and Larry The Cable Guy run into each other on set, and they politely apologize to each other. No big deal, right?

Enter Kerri Washington – “Guys! Guys! Woah! Put your pistons down!” She completely blows the non-argument out of proportion and creates a scene as she tries to pacify the two already calm actors. Kerri tries to act as a mediator between two people who clearly aren’t fighting. Owen and Larry exchange concerned looks aimed at Kerri’s antics, and she won’t accept their protests saying everything is fine.

### **Letter from your Car**

Everyone remembers their first car. That first breath of new car (or used car) smell and the grip of the steering wheel. We’ll ask the cast of Cars 3 about their first cars and the nostalgic, fun-filled memories they had.

**Punchline:** Owen Wilson gets really, really nostalgic talking about his old car. Life circumstances forced him into selling it. He talks about the car as if it was a dear friend who he lost touch with. The interviewer surprises Owen with a letter – his face lights up! It’s a letter from his car! A single happy tear runs down his face.

**The twist: the letter is just a piece of paper with a tire mark on it.**



### **Legends vs. Rookies - Radiator Springs Edition**

Lightning McQueen is a racing legend, but rookie Jackson Storm is hot on his wheels. The *CARS 3* team is packed with superstars and rising stars, and that dynamic is played up in this fun face-off sequence, filmed on and around the Radiator Springs Racers ride at Disney California Adventure Park. (The immersive design of Cars Land would be a stunning backdrop for the interviews and other footage filmed throughout the content day.)

Six legends in one car. Six rookies in the other. Who will come out on top? Follow the teams on their ride-through race in real-time, as the two cars cheer and jeer at each other. Interviews and b-roll of the cast would further demonstrate the relationship between the newbies and golden oldies.

In the spirit of her character Natalie Certain, Kerry Washington could provide color commentary as she hosts the segment from the sidelines. (Alternately, she could “illustrate the odds” of the race on a dry-erase glass board, filmed elsewhere if she is not available at the park.)

Depending on talent availability, the teams could be divided in several ways:

- *CARS* voice actors
  - Legend car (Owen Wilson, Larry the Cable Guy, etc)
  - Rookie car (Armie Hammer, Cristela Alonzo, etc)
- Professional racing
  - Legend car (various *CARS*-affiliated racing drivers, like Richard Petty)
  - Rookie car (voice actors from *CARS 3*)
- Or even a mix of all of these:
  - Legend car (Owen Wilson, Richard Petty, John Lasseter)
  - Rookie car (Armie Hammer, Julia Landauer, Brian Fee)

### **RC *CARS***

Watch as the stars of *CARS 3* take their very own characters out for a spin! In this playful sound-stage feature, the team will control RC sized versions of their characters and race around on a twisty track. Cameras would capture the race as well as the actors’ reactions as they speed to glory or crash and burn!



### **Legends vs. Rookies - Go-Kart Edition**

This streamlined version of the feature pits one legend against one rookie in a Go-Kart race for glory. Cameras follow returning star Owen Wilson and new star Cristela Alonzo (for example) as they...

- ... egg each other to set up the contest
- ... put pedal to the metal during the race
- ... discuss the newbie/oldie dynamic, after the winner takes the “cup.”

As with the Radiator Springs version, Kerry Washington could host (on set or shot separately.) Additional race pairings could be included, or it could be set up as a bracket. Special considerations might include *CARS*-themed skins for the Go-Karts, and on-site filming for other interviews and b-roll.

### **Fun-Day! Fun-Day! Fun-Day!**

As an alternate or additional option to the remote-controlled race, the *CARS* stars could participate in their own demolition derby with the touring cars, playfully toppling their characters in monster-truck style. Packed with humor, the story of their toy derby could be interspersed with footage of the film, as well as playful interviews and b-roll of the rival actors sparring while behind the RC “wheel

### **Training for Cars 3**

*Cars 3* has a heavy emphasis on training. In order to prepare for their roles, Owen Wilson and Larry The Cable Guy hit the gym! They’re decked out in ridiculous work out gear: track suits, sweat bands, bright colors, etc.

Let’s follow them through their hilarious trials and tribulations. Much like what Lightning McQueen goes through, they’re great at some exercises and not so great at others.

Punchline: Larry The Cable guy does bicep curls with a fried chicken leg. His kind of work out!

### **Too Much Ka-Chow**

Owen Wilson has gotten a little carried away with his catch phrase “Ka-Chow!”. He’s trying to use it in every possible scenario in his life. Let’s see how silly he can get!

We would start with the most obvious and appropriate scenarios. Like Owen signing an autograph for a fan and saying “Ka-Chow!” Which, of course, the fan loves! Then, the situations become excessive – as if just looking for any opportunity to say it.

He starts replacing “thank you very much” with “Ka-chow you very much!”

The possibilities for “too much Ka-chow” are endless!



### **Trash Talk-Off**

Jackson Storm the new big shot around the racetrack who's notorious for psyching out his opponents with his trash talking.

Of course keeping it PG – let's set up different cast members against each other as they exchange hilarious insults. Cristela and Larry would be incredible for this, seeing as they both have careers in stand-up comedy!

Cristela to Larry The Cable Guy: "I can see why they cast you in these movies. You look like a greased up mechanic."

Larry The Cable Guy: "That would hurt my feelings...if it came from someone who was in the other two movies."

### **Play Time**

We see hands playing with the Cars 3 toys (McQueen, Cruz, Storm, Mater, and Sally) much like little kids would do. The voices of those characters go through a :20 funny script that involves all of the characters and touches on the plot of the movie.

Jackson Storm could be trash talking Lightning McQueen. Mater and Sally back up Lightning like they always do. Cruz is really motivational as she tries to train McQueen.

Punchline Option 1: Suddenly, a dinosaur toy from The Good Dinosaur appears. We step away to reveal Owen, Cristela, Armie and Larry who have all been playing on the carpet. Larry is being scolded by the other cast members, with the dinosaur toy in hand, as they tell him "You can't bring a dinosaur into the Cars 3 universe!"

Punchline Option 2: Kerri Washington walks into the room and catches all of the adult actors with the toys in their hand.

Kerri: "What are you guys doing?"

The cast members playing with their toys try to explain away their child-like behavior.