



NEWS CORP RESPONSE

CONCEPT: GQ LEARNS HOW TO HANDLE A BMW M5 COUPE... LIKE A PRO

If we've learned one thing from the movies, it's this: fast cars are cool. Okay, we've learned plenty more, but the comment stands... and then accelerates from 0-100km/h in less than 3.5 seconds.

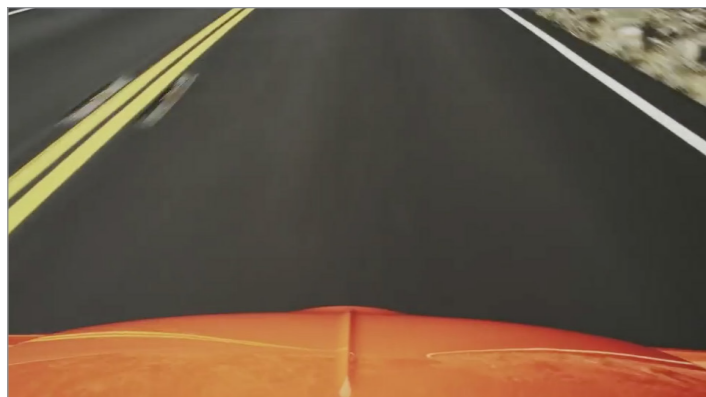
And if we've learnt one thing from GQ, it's probably this: if you're going to do something, do it well and do it in style.

In this super-slick, editorial-style doco video, a GQ staff member will head to a test track to meet with a professional stunt driver. They'll both put the powerful, beautiful new BMW M5 Coupe through its paces in a series of tarmac-chewing stunt tests... 'as seen in the movies'.

We'll discuss, and attempt to replicate, stunts typically seen in classic and contemporary engine-revving films. They'll be designed to be achievable and safe (for example reversing out of a tight spot at speed), with the caveat that they should only be conducted under the guidance of a *professionally trained driver*.

To keep things a little more grounded, we could also include a few tips that everyday drivers can use.

Note: leather driving gloves may be involved.



MOODBOARD

