



WANDA



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DIRECTORS

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PRODUCTION COMPANY

PHILIPPE
ANDRÉ

PEUGEOT RCZ
Catch The Thrill





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CATCH THE THRILL

MONDAY, FEBRUARY 11, 2013

WANDA'S PHILIPPE ANDRÉ HAS JUST FINISHED THE NEW GLOBAL SPOT FOR PEUGEOT RCZ AND BETC PARIS. THE ELUSIVE RCZ TRIGGERS 70 CAMERAS AND THEIR ULTRA POWERFUL LED FLASHES AS IT PASSES BY BUT THE SPORTY CAR LET NO CHANCE TO CATCH ITS FULL NEW DESIGN. THIS MYSTERIOUS AND THRILLING FILM HAS BEEN SHOT DURING 3 DAYS IN THE MOUNTAIN AT 1200 M HEIGHT, ON A MILITARY SITE WHERE 1 DIRECTOR, 10 ACTORS, ABOUT 50 EXTRAS AND A TEAM OF 100 PEOPLE WORKED TOGETHER DESPITE - 10° CELSIUS, GUSTS OF WIND UP TO 100 KM AND THE THICKEST FOG EVER. "HOWEVER SUDDENLY ALL BECOMES MAGICAL : THE WIND EASES OFF, THE FOG RISES UP! A VAST DAYLIGHTING COVERS THE ROAD IN THE DEAD OF NIGHT. SMILES AND AWESTRUCK EYES ON THE FREEZING FACES AND ... ACTION!" RELATES WANDA DIRECTOR PHILIPPE ANDRÉ.