



Porsche at Austin

Description



Porsche paid sepia-washed homage to the lone star state after Austin hosted the Circuit of the Americas portion of the World Endurance Championships. One of Porsche's biggest-ever motorsport teams battled two well-fought, lengthy races, driven over a total of nearly 12 hours in conditions downright uncanny for Texas: a biblical downpour.

The spot called for plenty of suspense, a little pomp and an Old West flavor, which is where Swedish producer Oscar Lindstein came in. The hopeful climb and evocative instrumentation of his composition "In the West" call to mind all the thrill of the cinematic standoff. All eyes now turn to Fiji, the next leg of the FIA WEC.

