



The Skoda Superb’s classic getaway

Description



The new Skoda Superb cleanly melds the classic and the up-to-the-minute in its spacious design, so it seemed only appropriate to combine classical and modern in the car’s bold, music-centred debut

spot.

The ad first features a lush, monochrome tour of the spacious sedan's curves and features, complemented by a polished classical quartet. Things kick up a gear (or two), however, as the spot segues into a rocky rework of Basement Jaxx's perennial hit "Good Luck" and the car breaks free to do its elegant, abundantly agile thing on the night-time streets. The climax sees the tracks fuse neatly into one as dawn beckons on the horizon.

Tracks & Fields secured the licensing of key track "Good Luck" to ensure a clear road for the Skoda Superb campaign. Watch the full-length cut below.