



ŠKODA Motorsport is 1, 2, 3 times a winner with a new take on an old favourite

Description



Taking a novel approach to celebrate the gritty, adrenaline-fuelled thrills of rally driving, Czech car manufacturer **ŠKODA Auto** turned to the most syrupy of 70s soft rock ballads for their recent campaign.

In tribute to their **Motorsport** division— which was victorious in the **FIA World Rally Championship-2** competitions of 2015, 2016 and 2017—an unlikely song choice forms a fun juxtaposition to the speed and noise of the ad’s racing scenes.

Our music supervision work with this campaign required sourcing a performer to re-record the iconic vocals of **Lionel Richie**, for a new version of **The Commodores’ 1978 hit ‘Three Times A Lady.’** We love the humour of the ad, which features spectators serenading the cars and celebrating

amongst dust and grime to the sound of one of of pop musicâ??s romantic standards.
Watch the Å koda Motorsport campaign, below: