



Lewis Hamilton and three co-stars prove that #LifeisaRace in new Mercedes-AMG spot

Description



Motor racing prodigy **Lewis Hamilton** already knows that timing is everything on the track, but what about in every day life?

The superstar driver is the protagonist of a new spot from his **Formula One** team, **Mercedes-AMG**. The newest addition to the brand's portfolio, the **GT 4-Door Coupé** combines sports car performance with the features of an everyday road vehicle. To demonstrate the car's power, the ad depicts Hamilton veering off the track mid-race to make a special delivery: a trio of large stuffed animal

toys to the birthday party of a little girl named Lisa.

To intensify the high-octane racing scenes and the start-stop-start pacing of the ad, our music supervision work paired this film with the song **“I Don’t Wanna!”** by four-piece **Dutch** indie-rock band **PEER**. Citing the likes of retro-futurist bands **Arctic Monkeys** and **The Strokes** as influences, PEER’s punchy song literally drives the energy of the 90-second ad, proving that life is, indeed, a race.

Watch and hear the complete ad, below!