



Tracks & Fields reimagines “Major Tom” with LNA for Peugeot e5008 campaign

Description



For the launch of the new Peugeot e5008, music plays a starring role in telling a story of imagination, dreams, and new beginnings. At the heart of the commercial is a little girl, passionate about astronomy, dressed in a full astronaut suit. As she steps into the e5008, the car transforms into her rocket—ready for take-off. To give this cinematic metaphor the right sound, Tracks & Fields researched, cleared, and produced a modern rendition of one of the most iconic 80s new wave anthems: Peter Schilling’s “Major Tom (Coming Home).”

Music research, rights clearance and beyond

Tracks & Fields's involvement went far beyond simply finding a song. Our team carefully researched the perfect piece to bridge Peugeot's vision of sustainable, future-forward mobility with a cultural classic that speaks to themes of exploration and wonder. Once identified, we handled the licensing and rights clearance of "Major Tom," ensuring smooth alignment between artist rights, publishers, and the brand.

But to create the desired emotional impact for the film, we went a step further: producing a brand-new recording.

A fresh voice for a timeless song

Together with the talented artist LNA, Tracks & Fields reimaged Schilling's 1983 new wave classic. Originally part of Germany's Neue Deutsche Welle movement and released in both German and English versions, "Major Tom" became an international hit for its story of an astronaut venturing into space, disconnected from Earth. The ambiguity of that journey — bold, poetic, and a little mysterious — has made the track resonate for over four decades.

For the Peugeot film, LNA's evocative voice carries the song into a modern soundscape. Blending the ethereal and the powerful, this new rendition reinterprets "Major Tom" for today, while honoring the song's legacy of daring exploration. The result accompanies the film's hero — a young girl dreaming of space travel — with inspiration, wonder, and a touch of nostalgia.

Powering stories with the right soundtrack

This project encapsulates Tracks & Fields's holistic music offering: from research and discovery, to legal clearance, to the full creative production of a customized recording. By pairing an iconic new wave song with a fresh artistic vision, Tracks & Fields helped Peugeot deliver not only a commercial, but a cinematic story of aspiration — one where mobility meets imagination.

