



Classic Filmmaking Process Used in Single Take Pipe Ramp Stunt

Director Mike McCoy's new commercial is a great example of in-camera action and features a Corvette being "pipe-ramped" into a bullfighting ring. The ad, part of a global campaign for Mt. Dew, follows up McCoy's now-famous BMW M3 Film "Livingn the Lights," a spec spot that has garnered more than 1.2 million views on YouTube.

Culver City, CA ([PRWEB](#)) January 6, 2011 -- Mouse McCoy ups the action ante with his new commercial featuring a [Corvette](#) being "pipe-ramped" into a bullfighting ring. With his now-famous BMW M3 Film "Living in the Lights" (1.2 million+ views), McCoy created a live action pin-up tribute to his M3. Produced by his company, [Bandito Brothers](#), the new commercial is part of a global campaign for Mt. Dew and was shot on location in San Miguel de Allende, Mexico. "We had one shot at getting the pipe-ramp stunt right," said McCoy of the bold in-camera move in which a classic Corvette is launched into the air, flipping a few times before landing center-stage in the ring. "There was about 30K in our budget to spend on three cars, and we could only wreck one of them." Fortunately, the Banditos nailed it on the first take.

In the ad, an obnoxious dude tosses his car keys to a young kid he assumes is a valet - the kid takes the car on a joyride and absolutely thrashes it. McCoy had several criteria in choosing the right car for the job. "First, we needed a car that was fast and powerful enough and handled well enough for the stunt," McCoy explained. "Next, it had to be a car that could get this guy laid in a down economy! There's a cache to Corvette that always works. What other sports car can you buy for under 10K that a chick will still think is an expensive ride? The guy appreciates the flash cash value, and so does the kid who has a blast destroying it."

"The nature of this commercial is that we're not making a 'serious action spot' - this is a sloppy and loose 'anti-car commercial' where we wreck the hero car instead of glamorizing it," McCoy said. "The main thing for us was that we got to do the stunt for real, we come from a stunt and racing background, and that's our thing."

"There's a place for awesome visual effects, but at the same time kids experience some CGI overload and want to connect with something they can believe in," McCoy said. "They want to look at the physics of raw stunts and know that it was possible so we deliver the kind of classic filmmaking we all grew up on and live by." The company's in-camera action cred is definitely rooted in a shared love of adventure and, whenever possible, everyone gets in on the act. Three Bandito drivers participated in the stunt: Greg Tracy tooled through the streets, Brent Fletcher drove the Corvette up the pipe ramp launching the car into the air, and McCoy himself drove the car in the ring. "We'd considered using the Fiero Borghini, but it would have had to be shipped to us and the client wouldn't go for it. In the end, this was perfect. It was three bros sliding around Mexico in this 'Vette. Good times."

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