

Name:

Professor:

Date:

Rhetorical Essay: Easy Driver

Easy Driver is the commercial that introduced the Mercedes AMG's new car in the market: the Mercedes AMG GT C Roadster. The vehicle is the latest of the company's flagship vehicles in 2017 as it celebrates 50th anniversary of success in the American market. The vehicle commercial does rounds with a famous slogan *Born to Be Wild*. The sleek coupe is a show of style and speed, combining an easy handling and transmission system that is both flexible and economical; consuming only 11.4 liters of fuel per 100 kilometers (Florea). The advertisement for the product delivers a message that makes it to be wild and desirable for both the young and the old drivers.

Voice and Audience

The *Easy Driver* employs a perfect combination of graphic and music to pass clearly its message. The ad employs storyline from the famous movie *Easy Driver* where a band of old bikers is having a good time at a roadside bar called *Tinny's* in the middle of the desert. The ad also uses the *Born to be Wild* music by Steppenwolf, used in the same movie in the 1969. The combination of the behaviors of the riders and the powerful roar of the car at the end of the ad delivers a desire that compels both old and young drivers. The ad appeared as a television commercial before and during the American Super Bowl finals, which occurred early 2017. The

advertisement mainly targets both young and old drivers, who want to feel the adrenaline and the rush associated with young people. This is true, according to the slogan of the ad, where the product suits the audience who loves to be wild.

The setting for the advertisement is on a roadside bar alongside the Route 66 highway in the middle of a desert. The feeling and mood inside the bar is that of ecstasy as the revelers drink and play pool. One of the old hippies goes to a recorder and chooses the *Born to be Wild* song by the popular 1970 musician Steppenwolf. The feeling inside the bar suddenly changes as the old riders remember their old days when the song was popular. At this time, all of them were young and suddenly they begin doing what bikers do in movies: hugging, arm wrestling, and partying.

One of the revelers hugs his friend and their chains intertwine. They hit their heads and begin pulling apart from each other as friends cheer on. Another group of revelers tries out a arm wrestling and one of them head butts the other. The mood inside the bar turns from frenzy to chaos as the old hippies try out the things they did in their youth, which they cannot manage successfully. One of the revelers tries to flex his muscle, but end up jerking his hand with a painful twist. The background music juxtaposes the laughing and the talks inside the bar, when suddenly a black person enters the bar with a violent swing of the doors and utters the words “Blocked in”. Each of the revelers repeats the same words in deep surprise.

They quickly get out of the bar to find their motorcycles blocked by a sleek grey Mercedes AMG GT C Roadster. The sight of the vehicle quickly evaporates their anger and they watch in surprise as an old driver, Peter Fonder, come, and opens the car’s door as he tells them “Nice rides.” One of the revelers, who is the only woman in the group, exclaims “still looking

good.” Peter Fonder starred alongside Hopper in the movie *Easy Rider* in 1969, where they sold a large amount of cocaine and took to the roads on bikes (Cheatle). The statement by the woman therefore claims he is still able to do what he did while he was young, even at that age. The car also makes him look cool and a badass at the same time despite trading his bike for it. The statement makes one of the riders to look quickly at his tattoo, which possibly reminded him of the old days. The car raves on and leaves the scene with a roar, causing the drinks in the bar to shake. The advertisement mainly targets the old and young people alike. According to the manufacturer, the car delivers the adrenaline rush to the driver; something similar to racecars that complements the desires of the old and young.

Purposes and Idea of the Ad

The purpose of the advertisement is to present to the consumers a car design meant for the open roads. The car design complements both the need for speed and style, and incorporates the designs of both the GT and GT S (Skipworth). The car comes in two versions: a convertible entry-level roadster and a more powerful version. The vehicle promises to provide the need for speed and sleek design, drawing a lot from the designs of racing cars. The car can accelerate to a top speed of 360 kilometers per hour, which does well for the adrenaline filled youths. Additionally, the convertible roof takes only 11 seconds to fold and unfold, and the driver can open it when the car is at a speed of 150 kilometers per hour (Skipworth).

The vehicle really fulfills the need of the American market where consumers enjoy the successful innovations of the home manufacturers. The open highway complements the home culture that desires for adventures in the open roads and road trips outside the cities. The slogan

Born to be Wild delivers a message that the product makes the consumer look cool and mean at the same time, as it easily makes light work at a distance. Its ability to reach top speed at minimal time and sleek nature of race cars makes it ideal for the sporty drivers.

The advertisement uses pathos to appeal to the emotional needs of the youth and the old alike. The advertisement shows old hippies trying to do some activities that were nice to them when they were young, but really struggles to accomplish them. When they get out of the bar and notice their famous star and age mate smoothly handling the sleek coupe, it surprises them at his ability to do all that at that age, something that has been difficult for them. The advertisement plays with the emotions of the consumer by communicating to them that the vehicle can still make them look cool and rugged with its powerful transmission and great color.

The roadster delivers exclusive ambience with vibrant driving experience that brings the roadster feeling to a sporting fanatic (Mercedes-Benz). The advertisement is a populist one, trying to draw the desires of the common, old and young drivers with the aspiration to expound their wild nature with this machine. The car allows them to express themselves and take the roads with a sleek ride. The advertisement relies on the tradition associated with old hippies and riders, who show up in major clubs and joints out in the country to meet up with old friends. The vehicle allows for journeys out in the country for anyone in love of nature and the open roads. The ad delivers humor when the racer complements the motorcycles of the riders, which are less appealing compared to the vehicle.

Generally, the design of the ad is of a rough nature, delivering a message that the product delivers the needs of the older riders. The people used in the ad are old riders who have the love

for experimentation and the desire for adventure. Their activities are the main attention seeking ploys used in the ad, which finally culminates in the roadster delivering a finish that leaves the audience bewildered. The ad used an open country setting with a comparison laid between the vehicle and the motorcycles of the riders. The advertisement suits both the old and young generations, who may find the product easy to use and fulfilling their need for adventure.

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