

MUSTANG

60 YEARS OF TURNING
ROADS INTO LEGENDS



Written by Dan Buckley & Freddie Connor

Directed by Freddie Connor

Mustang Driver: Norm Murdock

Genre: Spec Commercial

Running time: 3 Mins 34 Seconds

Filming Location: USA

High resolution stills are available for download from:

<https://we.tl/t-HMb4HF9All>

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A legendary brand, four generations, and one final race.

Spanning generations, the Mustang: 60 Years of Turning Roads into Legends spec commercial tells the heartfelt story of a 70-year-old racer preparing for one final race in 2024.

As he works alongside his son and granddaughter, memories of his life flash by—restoring a Model A with his father in the 1940s, falling in love in the '60s, handing the keys to his son in the '90s, and now witnessing his granddaughter embrace the family's Mustang legacy.

It's a tribute to heritage, horsepower, and the enduring bond between generations—fueled by the spirit of the Mustang.

DIRECTOR'S STATEMENT: FALDI CANTONE

After making a number of commissioned commercials, we started talking about what we hadn't done yet—and a car commercial was at the top of the list. We didn't have a brand behind us, but we had an idea: what if we just did it ourselves? That's when the challenge really took shape. Could we make something on the scale of a multi-million-dollar national spot—without the budget, the crew, or the resources those projects usually require? Just two filmmakers, one laptop, and an idea that wouldn't let go.

We wanted to tell a story that was bigger than just showing off a car. The Mustang has meant a lot to people for generations, and that's where the heart of this project came from. We built a narrative around a man looking back on his life through the lens of the cars—and the people—that shaped it. Four generations. Four eras. One legacy. We didn't have trucks or trailers or a huge team—we had one camera, a drone, a few GoPros, and a lot of careful planning. What really made it possible was the support from the community.



DIRECTOR'S STATEMENT *Frankie Carroll*

Mustang owners showed up. Professional actors gave us their all. Crew members like our camera assistant Cody Grove and racer Norm Murdock of Team Blitz went above and beyond. When we first told Norm about our wild idea, he didn't hesitate—he just said, "When do we start?" That kind of belief kept us going.

We were also incredibly grateful to Karen Koenig and the Gale Halderman Museum for their generosity and trust, and to John Clor, Ford Enthusiast Communications Manager, whose encouragement and passion for Mustang culture helped this project reach far more people than we imagined.

Along the way, we were lucky to collaborate with some truly talented people—composer Rupert Uzzell, who brought the story to life with a powerful original score; Chad Willett at Broadway2LA, who helped us cast an incredible group of actors; and creative consultants Scott Fulton MacCallum and John Woodruff, whose feedback helped shape the final piece.



DIRECTOR'S STATEMENT *Ford's* *Cavalry*

There were definitely moments when it felt like we'd taken on too much. Recreating the 1940s, 1960s, and 1990s on almost no budget was tough—but we leaned on what we know: how to tell a story, how to work with actors, and how to make each moment feel honest.

This project isn't just a spec commercial—it's something personal. A tribute to 60 years of Mustang history, and a thank you to everyone who helped bring it to life.

We didn't have a big crew or a big budget—but we had a lot of passion, and a lot of people who believed in the idea. That made all the difference.

We're really thankful for what came together—and even more excited to finally share it with others. Hopefully it speaks to anyone who's ever had a connection to a car—or a story—and wanted to make something meaningful.



TECHNICAL STATISTICS

Completion Date: March 5, 2025

Genre: Spec Commercial

Color

Running Time: 3 Mins 34 Seconds

Aspect Ratio: 2.40:1

Production Company: Cinelescence

Shooting Format: 4K Digital

Location: U.S.A

Original Language: American English

Cast: Todd Covert, Jim Cummins,
Samantha Woodill, John Feather,
Matt Piper, Deirdre Tobin, Niko Carter,
Blake Evans, Luke Albu, Andre'as Williams

Directed by: Freddie Connor

Cinematography by: Dan Buckley

Composed by: Rupert Uzzell

Assistant Camera: Cody Grove



CREW

FREDDIE CONNOR

Co-Writer, Director, Producer

Freddie Connor is an award-winning film director, screenwriter, and producer. He graduated from the Royal Central School of Speech & Drama, London, in 2003.

His pilot *Flattening the Curve* won Best Pilot at the L.A. Webfest in 2023, one of the world's leading festivals for digital content.

Freddie has directed several high-profile and visually striking commercials, including *Matt Brown: The Immortal*, celebrating the legacy of UFC legend Matt Brown; *Once Upon a Time in Shawnee*, a Western-themed spot featuring former heavyweight boxing champion Buster Douglas and narrated by UFC Hall of Famer Don Frye; and *London Blue*, a romantic adventure filmed across London, Cairo, and Paris for international jewelry brand Field of Gems Jewelry, starring the late Christian Oliver and model Taylor Reynolds.

His narrative work includes *Heather's Painting*, winner of 30 awards including Best Picture at the Hollywood International Moving Pictures Film Festival, and *Sipped*, which won Silver at the Los Angeles Film Review Awards. Freddie received "Direction" honors for both films at the Accolade Global Film Competition, recognized by MovieMaker Magazine as one of the Top 25 Festivals Worth the Entry Fee. He also produced *Baseline*, named one of the year's top 5 films by The London Insider alongside *Inception*.



CREW

Dan Buckley Cinematographer/Editor

Dan Buckley is a cinematographer and still photographer based in Columbus, Ohio, with nearly two decades of experience in film and television.

Dan's cinematography brings story and atmosphere to life in branded content and commercial campaigns like *Matt Brown: The Immortal*, a raw tribute to UFC legend Matt Brown; *Once Upon a Time in Shawnee*, a genre-blending Western-themed commercial featuring Buster Douglas and the voice of Don Frye; and *London Blue*, a sweeping romantic spot filmed on location in London, Cairo, and Paris for international jewelry brand Field of Gems, starring Christian Oliver and Taylor Reynolds.

With a background in martial arts, Dan has also worked as a stunt coordinator with actors such as Larisa Oleynik, Don Frye, and Christian Oliver. His broader production experience includes shows like *Restaurant: Impossible*, *Death Row Stories*, and *Big Rig Bounty Hunters*, along with roles on *Captain Phillips* and *Who Do You Think You Are?*, where he assisted Kelly Clarkson.



Norm Murdock Mustang Driver & Coordinator

Norm Murdock is a former professional racer and owner of a high performance and restoration car parts company. Norm earned undergraduate degrees in literature and journalism, and graduated Juris Doctor from the University of Cincinnati College of Law in 1985. He worked in the IT industry for two years before launching a career in government relations in Columbus, Ohio.

Norm has assisted clients in the Transportation, Education, Healthcare, and Public Infrastructure sectors. Some of his advocacy achievements include codifying a new Ohio Commercial Passenger Vehicle Inspection Program, working with the Public Utilities Commission and the Ohio State Highway Patrol; passing legislation to establish the Ohio Board of Drug Addiction and Alcoholism Counselors. ; writing and executing a US DOT grant to demonstrate taxpayer savings.

Norm's racing successes have come in professional and club racing with IMSA, SCCA, SVRA, and HSR. He participated in the Columbus 500 IMSA SS street race, earned two SCCA Divisional championships, scored the top points nationally in his vintage racing class, and won the overall prize and course record at the Chattanooga downtown time trials. He has raced on track with luminaries such as Jack Hanna, Walter Payton, Bobby Unser, Dan Gurney, Parnelli Jones, and David Hobbs.

Norm has two sons and is an occasional farmer, writer, motorcyclist, globetrotter, and cook.



CREW

RUPERT UZZELL

Composer

Rupert is an up-and-coming British film composer, having come from a background as a classically trained pianist.

He studied at the Royal College of Music, and over the past few years has worked on a wide range of projects, some highlights of which have included the independent feature film *Freesia*, a drama released in 2017 in UK cinemas; a documentary about cancer treatment entitled *Locks* made by BBC producer/director Miles Bladen-Ryall; and a short film featuring *Game of Thrones* actor Iain Glen entitled *The Fabric of You* which was nominated for a Scottish BAFTA, made the Oscar longlist, and for which he won the award for Best Score at the Nevada City Film Festival.

He has recently finished two feature films, soon to be released: *Retreat* and *Wolf Garden*.



CAST

TODD COVERT

Mr. Covert holds a BFA from The Ohio State University and an MFA from The University of Southern California.

He is a high profile theatre actor and has extensive experience on screen. He played Edwin Barry in *Alto Knights* opposite Robert De Niro, The Preacher in *Dark Waters* opposite Mark Ruffalo, and Agent Rick in *Old Man and the Gun* opposite Casey Affleck; the film also stars Robert Redford and Elisabeth Moss.

Todd has acted opposite many notable stars including Patrick Stewart, Paul Rudd, Robert Downey Jr., Darryl Hannah, Tim Curry, Ed Begley Jr., Linda Blair, Ronnie Cox, Dorian Harewood. Notable directors have also included Richard Attenborough, Stuart Rosenberg and Mel Damski.

Notable Awards include Best Supporting Actor (Global Independent Film Awards - 2020), LA Critic's award (Blue Dahlia), Directors Desk Award (LA), Round Table Award – Acting (Columbus), Best Actor Award (Southern Ohio Film Association - 2015)



CAST

JIM CUMMINS JR.

Jim Cummins Jr. is a dedicated actor who came to the screen later in life, bringing with him a natural presence and a deep well of life experience. Born in Columbus and raised in Canton, Ohio, Jim enjoyed a successful career with the federal government before retiring and fully embracing his longtime passion for acting. Since stepping into the world of film and theater, he has built a reputation for grounded, emotionally resonant performances.

In 2020, he took on the role of Bunny in the feature film *Dogwood*, a performance that balanced eccentricity with unexpected heart. That same year, he played Clifford in the faith-based short film *He Is Risen*. In 2021, Jim portrayed Mr. Baker in *Blueberries*, a quiet, intimate short that revealed his strength in subtle character work.

2022 saw Jim stepping into the role of Judge Harris in the family-centered feature *Family Hug*, where he brought wisdom and calm authority to the screen. In 2023, he starred as the mysterious Man 2223 in the surreal psychological feature *The Haunting of Prince Dom Pedro*, adding an eerie intensity to the film's futuristic setting. Most recently, in 2024, he played Grandpa in the science-fiction short *V398*.



CAST

SAMANTHA WOODILL

Samantha Woodill is a bold and captivating actress whose performances reveal a natural confidence and a sharp emotional instinct. With a background in both film and commercial work, she has quickly become known for her screen presence and fearless approach to character.

In 2023, Samantha stepped into the role of the Mother of Zeus in *Dimension: Planet Earth*, a visually striking sci-fi short that blends mythological themes with futuristic storytelling. Her performance added a regal strength and quiet mystique to the film's ambitious vision of an alternate world.

That same year, she took on the lead role in the UK commercial for Laney Amplification's F67 Bluetooth speaker. Produced by Volca Media, the spot showcased her versatility, blending subtle emotional beats with a dynamic visual aesthetic to highlight the brand's cutting-edge technology.

Samantha continues to explore a wide range of projects, bringing depth and focus to every role she takes on. With an eye for strong material and a commitment to craft, she's a talent to watch as her career continues to rise.



Directed by Freddie Connor
Cinematography by Dan Buckley
Original Score by Rupert Uzzell

Starring Todd Covert, Jim Cummins Jr., Samantha Woodill, John Feather, Matt Piper, Deirdre Tobin, Niko Carter, Blake Evans, Luke Albu, Andre'as Williams, Joe Finelli, Caroline Garduno, Cameron Mink, Stephanie Soller, and Norm Murdock.

Vehicles provided by Norm Murdock, Ryan Pitchure, Jed Dailey, and Steve Sluterbeck.

Consultant - Scott Fulton MacCallum
Consultant - John Woodruff
Casting Director - Chad Willett
Assistant Camera - Cody Grove
Production Assistant - Louis Blackshear

Special Thanks to Team Blitz, John Clor, Karen Koenig, Gale Halderman Museum, Rodgers Garage, Mid-Ohio Sports Car Course, Davis Family Homestead, Nicole Evans

MUSTANG SPEC COMMERCIAL FULL CREDITS

Special Thanks Continued:

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Buckley, Jeff Black, and Bill
Stevens/Race-Keepers.

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