

CARMINE: DOUBLE TIME

Written by

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FADE IN:

EXT. OFFICE PARKING LOT - DAY

CLOSE UP of DOUBLE DOORS of an office building. Suddenly, they swing open and out walks the CEO and FLEET MANAGER, MID-40's and dapper, holding several BOXES. The box on top has the CARMINE logo on it. He stops short and addresses camera.

FLEET MANAGER

Oh, hey there.

His expression changes from one of surprise to one of confidence and reflection.

FLEET MANAGER (CONT'D)

You know, as a business owner, I know what it's like to have my hands full. Especially since I don't just own a fleet management company - I'm also the *fleet manager*. I've been so swamped, a simple 'hey there' seemed like it took too much of my time.

He drops all the boxes except the Carmine one.

FLEET MANAGER (CONT'D)

Well, not anymore. Why? I've got Carmine, the best fleet management software ever.

He opens the Carmine box and grabs a handful of DONGLES as if they were treasure.

FLEET MANAGER (CONT'D)

These little beauties are the keys to your salvation.

He walks over to one of his fleet vehicles. A driver sits in the driver's seat, door open.

FLEET MANAGER (CONT'D)

Don't waste time trying to hardwire an outdated telematics system into your fleet engines.

CLOSE UP on the driver plugging in the device and turning on his car.

(MORE)

FLEET MANAGER (CONT'D)
Just plug in your Carmine device,
Start your car, and ...boom!
(he fist pounds driver)
You're activated.

The fleet manager shows his phone to camera. CLOSE UP on the activation text.

FLEET MANAGER (CONT'D)
No hardwire. No headache.

He winks at camera and keeps moving.

CUT TO:

INT. WAREHOUSE - DAY

The fleet manager walks through his warehouse as workers bustle in the background.

FLEET MANAGER
Carmine is easy to use, and even
easier to order. They even let new
users have a free trial to test it
out.

He walks by some workers having a MARIONETTE show in the warehouse. He picks up a pair of SCISSORS from on top of a box and cuts the strings.

FLEET MANAGER (CONT'D)
No strings attached.

The workers all freeze, trying to understand what just happened. A BEAT, and then...

FLEET MANAGER (CONT'D)
It's a metaphor, guys.

CUT TO:

INT. CONFERENCE ROOM - DAY

The fleet manager walks through a chaotic office scene.

FLEET MANAGER
Don't get me wrong - things are
still pretty crazy around here. But
I've never felt more relaxed.

He stops and a SECRETARY walks up and hands him a laptop. Suddenly a FAX MACHINE next to him goes haywire and starts spewing papers everywhere. The fleet manager uses the laptop as an umbrella for a moment, then opens it.

FLEET MANAGER (CONT'D)
Because I can access my Carmine dashboard from anywhere and see my entire fleet, in real time.

CLOSE UP on the laptop, showing....

FLEET MANAGER (CONT'D)
I can view trip timelines... Total trip costs... Check historical data on my drivers...

We focus on a driver named JORGE, who has exceptional scores.

FLEET MANAGER (O.S.) (CONT'D)
Jorge's en fuego this week!

He pulls out his phone. CLOSE UP on the messaging app.

FLEET MANAGER (CONT'D)
And even message them within the Carmine app.

He types something to a driver named DAVE. Suddenly an alert pops up, saying CARL has been speeding.

FLEET MANAGER (CONT'D)
Oh, and I get instant alerts when my drivers come in too hot...

A WOMAN who was hurrying to her desk trips and spills her COFFEE. The FM catches it and hands it back to her as she stands up. He looks at his phone again. It shows an MIL alert.

FLEET MANAGER (CONT'D)
...And when one of my engines does, too.

He continues walking toward his office.

FLEET MANAGER (CONT'D)
Not always roses and sunshine at the office. But when it comes to my fleet, Carmine keeps me locked in.

CUT TO:

INT. FLEET MANAGER'S OFFICE - DAY

He walks into his office and takes his coat off.

FLEET MANAGER

Best part is, *you're* not locked in
to a lengthy, expensive contract.
Carmine's prices are legit *and*
their service is month to month.
For real.

He sits down at his desk and puts his feet up.

FLEET MANAGER (CONT'D)

With all the time and money Carmine
saves me, I might even take my wife
camping again.

His WIFE sits in the corner of the office, covered in
MOSQUITO BITES. She's looks away from the HANDHELD MIRROR she
was using to apply ointment to her face and shoots him a
death stare. She's can't stop itching her body.

Fade to black.

FLEET MANAGER (O.S.) (CONT'D)

You look beautiful, honey.

SUPER: Carmine: Faster. Cheaper. Better.