

## Mini Convertable ad - I don't get it

Am I missing a twist or pun in the new Mini Convertable ad, or is it part of a series?

The ad is set at night depicting a man jumping through the air in slow motion (very slow motion) until he lands in the open Mini Convertable, and drives off. The scene is shot in front of a building with a sign "The Warf" on it.

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