

## News & Features

### Global Member News

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How does Santa roll? Judging from a new Marcus Nispel-directed ad for **Harley Davidson** the answer would be (wait for it) 'on a Harley.' In the spot, via Carmichael Lynch/Minneapolis, old Kris Kringle rips through town leading a caravan of choppers that replace the snowflake-light chime of the reindeer squad with the down and dirty growl of **Hell's Bells**. Also lending their expertise were MJZ EP Lisa Margulis and line producer Vincent Oster, The Skouras Agency DP John Stanier, **Union Editorial** cutter **Einar**, and Company 3 colorist Rob Sciarratta