



*Pepsi Max*

## The Perfect Ride

AMV BBDO

Great Scott! For one day only, Pepsi Max and AMV BBDO partnered with Uber to give London-based Back To The Future fans the ride of their lives in a DeLorean- to celebrate the 30th anniversary of cult hit Back To The Future II.



In Back To The Future II, Marty McFly travels to the future, October 21st 2015 to be precise, and orders a Pepsi Perfect from Café '80s. To commemorate the iconic scene on Wednesday 21st October 2015, DeLoreans transported Londoners around town - with iconic Pepsi Perfect bottles and Pepsi Max on hand for the journey (time travel not included).

Consumers simply have to enter the promo code "PEPSIMAX" into the Uber app to unlock the DeLorean icon, giving them the chance to ride in the iconic 'time machine'. Alex Nicholas, Senior Brand Manager at Pepsi Max says: "The 'Pepsi Perfect' scene in Back To The Future II is an iconic moment in the film, and we wanted to give back to fans on Future Day. Giving consumers the chance to ride in a DeLorean via Uber's promo code."