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April 28, 2021

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The New Mexico Film Office Announces an American Automobile Commercial Has Completed Production in New Mexico

SANTA FE, NM – The New Mexico Film Office announced today a national automobile commercial production by Talweg Creative has completed production in Magdalena (Socorro County) and Sandoval County, New Mexico.

“It is great to see automobile commercials being shot in New Mexico. These types of productions put New Mexico’s beautiful and unique landscapes on display and pique curiosity across the country,” said Amber Dodson, Director, New Mexico Film Office.

The commercial is directed and produced by Ryan Heffernan (Ram, YETI, REI) and Grayson Schaffer (Ram, YETI, REI).

“It is such a privilege to be able to live and work in such a beautiful state,” said Heffernan.

The production employed 4 New Mexico crew members and 2 New Mexico principal actors.

For more information on the production, contact: info@talwegcreative.com

All film and television productions in New Mexico are required to adhere to the state’s operative emergency public health order, associated public health restrictions and COVID Safe Practices. Those restrictions include but are not limited to the adherence to occupancy maximums, wearing masks at all times, daily disinfection, symptom screenings, and more.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. Back2One recommendations and other COVID Safe Practices can be found at nmfilm.com

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A division of the [New Mexico Economic Development Department](#)



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