

MAX-IMUM OVERDRIVE

The Jackass team spoofs the classic Maxell ad by facing down a jet engine



I hope their tears are nice and fat in 3D.

They are, in a good way. We all love each other. And we love to pick on each other. We have a fighter jet—a huge wind machine—and we threw everything we could behind the thruster to see what would happen.

Inspired by the old Maxell ad, yeah, with the guy in the arm chair getting blown away?

We did that, and we threw a bunch of other crap behind it, too. The whole idea was first based on me wanting to tether a guy to a pole in one of those kite suits and we'd wait for a hurricane to blow. As soon as the wind got up to 100-150 miles, he'd open up the wings on the kite suit and fly. But we could never get that shot during hurricane season—we kept missing our chance. We had to create a fake hurricane. And then it turned out that the kite suit idea didn't even work in the first place. We shot it, but it didn't work. But a

lot of the other stuff we threw into the jet engine looks pretty cool.

You brainstorm a lot of the stunts—where do you get your inspiration?

Oh, man. The ideas come from a lot of different places. I love coming up with ways for different animals to attack. It's amazing. Animals will perform for you if you give them the right target. And I think animals like working with us because they don't have to fake it—they get to really be mean to humans, which a lot of them like to do.

I pity the people who hire the bear next after it's gotten a taste for blood.

Yeah—a lot of animal trainers probably don't like us, but the ones we work with do because it's fun for them to turn their animals loose and let them bite someone. We have a lot of fun animal attacks in this new movie. But as for inspiration, it sort of goes back to cartoons.

Wile E. Coyote—

I'm convinced when Knoxville watches Tom and Jerry, he thinks he's watching reality television. He had this idea to make a giant hand that swings and smashes people—that was his thing—and I had a lot of doubts that it was going to work. There's no way that that hand is going to move fast enough that targets aren't going to see it coming! But he said, "Nah, nah, trust me—they can do it." And sure enough, we found these guys who built it for us. We hid it in the kitchen and our guy walked up to it and [laughs] it worked out.

Have you ever come up with an idea that you've had a hard time describing and you almost have to do it yourself to show people what you mean?

I've been good enough explaining to them that I haven't had to do any myself. I try not to do any of it myself, but I do get caught out there now and then. I try to stay behind the camera as best

I can. I don't feel pressure to get out there.

But part of the fun of Jackass is the guys saying they won't do something and then changing their minds. Do they pressure themselves?

A lot of my job is talking them into doing it—or bullying them into doing it!

What's your mental strategy? The Art of War?

You know, each guy has a different weakness. You've got to prey on their weaknesses. I have a few different techniques. I'll do the ol' bulldog where I'll physically make them do it, or I'll sweet talk them into it or I'll bet them money—whatever it takes. Ultimately, the guys are vain enough and competitive enough that, for most of the ideas, there's *someone* willing to do it. But we will write ideas and not use them—you never can guess what's going to be the best thing in the movie. This one has a Porta John that gets bungeed up in the air—that bit was because it's our ten year anniversary and I wanted to revisit the first thing we ever shot with MTV's money and put a new twist on it. And that was Knoxville getting into a Porta John and having a trash truck flip it over. It was called "The Poo Cocktail." So we wrote an idea called "The Poo Cocktail Supreme," where we'd attach bungee cords to the Porta John. I just wanted to throw it off a bridge or a building, but it turned out to be more practical—and ultimately funnier—to build a weird slingshot-style bungee. That's a lot more violent because it's shot up and then still has the downward bungee, so it made a better cocktail.

A real dirty martini shaker—

And that was one of those bits where I didn't have a whole lot

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