

UK Producer and Vocalist Rationale Debuts Video For 'Fast Lane' With [NOISEY](#)

Fuel To The Fire Debut EP Out Now

"This is a guy we're really excited about." - Annie Mac

"Rationale has been killing it left, right and center." - Pigeons & Planes

"There's no doubt you have a winner." - EarMilk



London-based producer, songwriter and multi-instrumentalist **Rationale** has debuted a new video for '[Fast Lane](#)' with [Noisey](#), taken from his recently released EP, *Fuel To The Fire*, available now via South London label, **Best Laid Plans**.

Rationale told *Noisey* he "wanted the visuals to cut through the song's irresistible melody and get right to the message." Directed by **Luke Monaghan**, the clip follows actor **Jim Ortlieb** through the streets of Los Angeles as he tries to stay afloat amidst the struggles of daily life. "'Fast Lane' is a song about feeling crushed by the demands of everyday life and snapping under pressure," he explains. "It would have been easy to film a video with fast cars and one armed driving scenes," he says. "However, considering just how much the song has connected with people, I felt it deserved more."

"[Fast Lane](#)" emerged online earlier this year as an introduction to Rationale and was an instant hit, reaching #2 on Spotify's Global Viral Chart and #1 on Hype Machine. It was also featured in the finale of HBO show **Ballers**. His tracks from *Fuel To The Fire* have already accumulated over 2 million plays on Soundcloud, 3.5 million plays on Spotify, and a further 600, 000 views at YouTube, with

radio support from **Pharrell Williams**, **Justin Timberlake**, **Elton John** and **Zane Lowe** at **Beats 1**, **NPR's 'Songs We Love,'** and **Huw Stephens**, **Annie Mac**, **Phil Taggart**, and **Clara Amfo** at **Radio 1**.

Before heading across Europe to play several festival dates, Rationale is due to play his highly anticipated debut show on **October 28th** at **The Courtyard Theatre** in London, which sold out two months in advance. Stay tuned for North American dates on the horizon.



The tracklisting for the *Fuel To The Fire* EP is:

1. [Fast Lane](#)
2. [Re.Up](#)
3. [Fuel To The Fire](#)
4. [The Mire](#)

For more info, please visit:

<https://soundcloud.com/iamrationale>
<https://www.facebook.com/iamrationale>
<https://twitter.com/iamrationale>
<https://instagram.com/iamrationale/>

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For a review copy of the *Fuel To The Fire* EP, or any other media requests, please contact Brooke Black / brooke.black@wbr.com.

