It’s appropriate that RUBBER is beginning its theatrical release from Magnet Releasing (following VOD exposure) today, April Fool’s Day. It’s an 82-minute gag played on, or with, the audience, depending on your point of view, and a true love-it-or-hate-it movie. It also has the courtesy to let you know whether you’re going to love it or hate it in the first few minutes.

Following an opening sight gag that’s so good it’s a shame it’s not really part of the story, one of RUBBER’s characters addresses the audience and explains the specific satirical tone of what’s about to follow. This will either make you smile in anticipation or piss you off and have you bolting to the box office for a refund; this reviewer found it snarkily amusing, which is pretty much the tone of everything that follows.

RUBBER is the story of a car tire, Robert (as it—he?—is named in the credits, if not by anyone on screen), which emerges from beneath the sand near a desert highway and begins rolling along under its own power. It can do other things under its own power, too, like telekinetically cause inanimate objects and then living things to explode, cued by Robert vibrating and the sort of high-pitched cicada chittering on the soundtrack that usually heralds an attack by giant insects. Robert is also capable of love, or at least lust; with no way to communicate, it’s hard to tell, but what’s clear is that it becomes fixated on sexy motorist Sheila (KABOOM’s Roxane Mesquida) and keeps on truckin’ in her direction, though there’s no explanation of what exactly it intends to do with her once it catches up to her.

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{jcomments on}