

**RADIO SPOT
CAR DEALERSHIP**

**#1 PRESIDENT'S DAY & 4th of July
"TATTLETALE!"**

BOB - Hi I'm Bob from Kaplowe Motors and we have a President's Day deal you won't believe.

FRED - (Grumpily) I don't believe it and I'm from Kaplowe Motors too.

BOB - (Ignoring Fred) Come in any day between now and February 16th, buy or lease one of our new Fords or Chevy's, make it red, white or blue and we'll give you 1.2% financing and no money down!

FRED - Uh, Bob, you can't do that Bob. What if somebody wants one of our fabulous green Mustangs with the 3.8-liter, V6, 193-horsepower engine? Or a silver Explorer with standard 4.0-liter, V6, 210-horsepower?

BOB - I'm just being patriotic here Fred . . but, I see your point. OK folks, come in lease or buy any Ford and we'll give you 1.2% financing and no money down! But if you get one that's red, white or blue, we'll definitely include a little bonus for you.

FRED - What? What kind of bonus are we talking about here?

BOB - Can't tell you that Fred, you'd have to buy a car to find out.

FRED - You're kidding me.

BOB - Nope. Gotta be fair. Saving all the super cool bonuses for the customers. You know, the ones who get here before President's Day is over. And buy or lease a new Ford. Yep, they're the ones with the great big bonus surprise coming their way. Not to mention the 1.2% financing and no money down.

FRED - I'm telling Mom!

ANNOUNCER - Kaplowe Motors, on Rte 66, just south of the little red farmhouse. Hurry, offer ends February 16th!