

CARS HER WAY - Q4 2019 - RADIO :60 - FRED HAAS TOYOTA WORLD
CHW EXPERIENCE

(FEMALE ANNOUNCER, CONVERSATIONAL READ)

LADIES, WHEN WE SHOP FOR ANYTHING...
CLOTHES... PHONES...HEALTHCARE...
WE'VE GOT THIS.

BUT WHEN IT COMES TO CAR SHOPPING...
WELL...
MOST OF US DON'T MUCH CARE FOR THAT PROCESS.

(Short dramatic pause)

UNTIL NOW.

WE'RE **CARS HER WAY**...
EMPOWERING WOMEN SHOPPERS ACROSS THE COUNTRY

IN **SPRING**,
CARS HER WAY HAS PARTNERED WITH, TRAINED,
AND AWARDED OUR SEAL OF APPROVAL TO **FRED HAAS TOYOTA WORLD**.

NO MANSPLAINING WHAT A GAS CAP IS
OR TRYING TO SELL YOU WHAT YOU DON'T WANT...

EXPERIENCE CAR SHOPPING THE WAY IT SHOULD BE TODAY
WITH YOUR LOCAL TRUSTED CARS HER WAY DEALER PARTNER,
FRED HAAS TOYOTA WORLD IN **SPRING**.

GET STARTED BY TEXTING HER WAY TO _____. (text to response number)

THAT'S HER WAY TO _____.

BUY YOUR CAR, YOUR WAY, WITH **FRED HAAS TOYOTA WORLD** AND CARS HER WAY.

TEXT HER WAY TO _____.
THAT'S HER WAY TO _____ TO GET STARTED TODAY.

FRED HAAS TOYOTA WORLD AND CARS HER WAY REMIND YOU TO NEVER TEXT AND
DRIVE.