

**CARS HER WAY - Q4 2019 - RADIO :60 - JOE MYERS FORD 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 HOUSTON,
CARS HER WAY HAS PARTNERED WITH, TRAINED,
AND AWARDED OUR SEAL OF APPROVAL TO JOE MYERS FORD.

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,
JOE MYERS FORD IN HOUSTON.

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

THAT'S HER WAY TO _____.

BUY YOUR CAR, YOUR WAY, WITH JOE MYERS FORD AND CARS HER WAY.

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

JOE MYERS FORD AND CARS HER WAY REMIND YOU TO NEVER TEXT AND DRIVE.