

CARS HER WAY - Q4 2019 - TV - :30 - YOU DESERVE CHW EXPERIENCE

(FEMALE ANNOUNCER, CONVERSATIONAL READ)

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. SHOW WOMEN SHOPPING FOR OR USING THESE PRODUCTS & SERVICES - CLOTHES, PHONES, HEALTHCARE. TEXT ON SCREEN "WE'VE GOT THIS!")

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

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. SHOW WOMEN SHOPPING FOR CARS, POSSIBLY FRUSTRATED. TEXT ON SCREEN "WHEN IT COMES TO CAR SHOPPING?" "YEAH, NOT INTO IT.")

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

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. TEXT ON SCREEN, BIG & BOLD "UNTIL NOW!")

UNTIL NOW.

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. VISUALS: WOMEN CAR SHOPPING AND HAPPY)

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

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. VISUALS: SHOW DEALERSHIP, DEALER LOGO, AND CHW APPROVAL SEAL)

IN (CITY), WE'VE PARTNERED WITH, TRAINED,
AND AWARDED OUR SEAL OF APPROVAL TO (DEALER NAME).

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. VISUAL WORDS, LARGE: TEXT HERWAY TO 1-2-3-4-5, AND REPEAT)

START YOUR DEAL TODAY!
TEXT HER WAY TO 1-2-3-4-5...
(REPEAT) HER WAY TO 1-2-3-4-5...

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. VISUALS: HAPPY WOMAN MAKING A CAR DEAL OR AGREEMENT OF SALE)

NO MANSPLAINING OR SELLING YOU WHAT YOU DON'T WANT...

(ON SCREEN - LOWER-THIRD WITH DEALER & CARS HER WAY LOGO IN LOWER LEFT, DEALER WEBSITE IN LOWER RIGHT. VISUALS: DEALER EXTERIOR, DEALER LOGO, CHW SEAL)

EXPERIENCE CAR SHOPPING THE WAY IT SHOULD BE TODAY
WITH CARS HER WAY AND (DEALER NAME).