

AUTO ADS



DEPOT

TV
MAIL
PRINT
RADIO
INSERTS

“EXPIRED MERCHANDISE”

VOICEOVER: (60 SECONDS)

ATTENTION ALL ANYTOWN RESIDENTS:

IF YOU ARE AT LEAST 18 YEARS OF AGE...HAVE A VALID DRIVER'S LICENSE...AND HAVE THE DESIRE TO OWN A NEWER VEHICLE FOR A PAYMENT OF ONLY \$37 A MONTH...THEN THIS MESSAGE IS FOR YOU!

(START MUSIC)

BECAUSE OF RECENT “SLOWED” AUTO SALES IN THE UNITED STATES...OVER 200 “EXPIRED” VEHICLES IN YOUR AREA ARE NOW OFFERED TO THE GENERAL PUBLIC DURING AN EXPIRED MERCHANDISE ELIMINATION SALE...

WHERE BRAND NEW & PRISTINE PRE-OWNED VEHICLES OVER 90 DAYS ON THE GROUNDS...MUST BE SOLD NOW!

THESE VEHICLES...PAST THEIR EXPIRATION DATE...ARE IN PRISTINE CONDITION AND WILL BE ELIMINATED FOR 4 DAYS ONLY AT USA MOTORS IN ANYTOWN.

NOW YOU CAN OWN A BRAND NEW...OR PRE-OWNED VEHICLE FOR ONLY \$37 DOWN...

NOW YOU CAN OWN A BRAND NEW...OR PRE-OWNED VEHICLE FOR ONLY \$37 A MONTH...

TO SIGN UP FOR THIS RARE OPPORTUNITY AND TAKE DELIVERY OF YOUR EXPIRED MERCHANDISE VEHICLE...GO DIRECTLY TO USA MOTORS...AT 1234 USA DRIVE IN ANYTOWN, USA...OR CALL 555-1212 NOW!

DISCLAIMER: ALL OFFERS ON SELECT VEHICLES WITH APPROVED CREDIT & CANNOT BE COMBINED. DOWN PAYMENT MAY VARY BASED ON VEHICLE SELECTED & CREDIT HISTORY ON \$37 PER MONTH OFFER.

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