

:30 TV Script (Page 1 of 2)

Client: Valley Honda Dealers  
Product: 2008 Civic Coupe LX

Title: Make a Run for It  
Format: Drama

<b><u>VIDEO</u></b>	<b><u>AUDIO</u></b>
<p>INT, LS, SECRETARY IS WALKING IN DEALERSHIP SHOWROOM BACK TO HER CHAIR BEHIND COUNTER. SHE HAS A SET OF KEYS IN HER HAND.</p>	<p><u>SFX: KEYS RATTLING.</u></p>
<p>CAMERA ZOOMS IN ON HAND HOLDING KEYS (IT'S NEAR SECRETARY'S KNEE) TO REVEAL HONDA EMBLEM ON KEYCHAIN. THE FRAME FREEZES AND THE WORDS "LOW MAINTENANCE" ARE DISPLAYED ON SCREEN.</p>	
<p>CUT TO CU OF SECRETARY'S FACE. HER EYES GET BIG. SHE'S STUNNED, BUT EXCITED.</p>	<p><u>SFX: A WHISTLE BLOWS. IT'S COMING FROM DEALERSHIP PARKING LOT.</u></p>
<p>CUT TO LS OF SECRETARY RUNNING WITH KEYS IN HER HAND. SHE HURDLES OVER A COFFEE TABLE IN SHOWROOM. THE FRAME FREEZES AT THE PEAK OF HER JUMP. THE WORDS "HIGH GAS MILEAGE" ARE DISPLAYED ON SCREEN. THE FRAME UNFREEZES. THE SECRETARY LANDS ON THE GROUND AND PUSHES THE FRONT DOOR OPEN.</p>	<p><u>MUSIC IN: DRUM AND BASS. THE RHYTHM RESEMBLES A BEATING HEART. IT'S RACING.</u></p>

(MORE)

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EXT, PARKING LOT. CUT TO MS OF SECRETARY STRETCHING HER HAND OUT AS FAR AS SHE CAN. SHE'S ABOUT TO HANDS KEYS TO SALESMAN. HIS BACK IS TO CAMERA. HE'S REACHING BACKWARDS AND DOWN LIKE AN ATHLETE GRABBING A BATON. HE'S LOOKING OVER HIS SHOULDER. A WHISTLE IS AROUND HIS NECK AND IS RESTING ON HIS BACK. THE FRAME FREEZES AND "LOW PRICES" APPEARS ON SCREEN.

CUT TO LS OF SALESMAN TURNING AROUND AND HANDING KEYS TO MAN IN HIS MID 40S, WHO'S ABOUT TO GET IN A HONDA. HIS WIFE IS ABOUT TO GET IN THE CAR ON THE PASSENGER SIDE. THEY ALL HAVE SMILES ON THEIR FACES. HONDAS ARE NOTICEABLE IN BACKGROUND.

CUT TO GRAPHIC THAT SHOWS A 2008 CIVIC COUPE LX. "PRICES STARTING AT \$14,585" IS WRITTEN IN A BOLD FONT IN THE TOP RIGHT CORNER. "WWW.VALLEYHONDA.COM" IS IN BOLD BELOW THE CIVIC.

CUT TO LS OF COUPLE'S NEW HONDA BREAKING THROUGH RIBBON AS THEY LEAVE DEALERSHIP.

MUSIC OUT.

ANNCR (VO): The 2008 Olympics is still months away...but the race to YOUR valley-wide Honda dealerships has already begun.

ANNCR (VO): The May Sales Event is happening now. All through May lease a 2008 Civic Coupe LX for \$199 a month for 36 months. All models come standard with a 140-horse power V-TECH Engine. Visit your valley Honda dealer today, or visit [www.valleyhonda.com](http://www.valleyhonda.com). But hurry...the sale ends soon.

ANNCR (VO): Will YOU cross the finish line in time?