



HARLEY-DAVIDSON DEALER AD PLANNER

PRE-PRODUCED RADIO SPOTS

CONVERTING COMPETITIVE RIDERS (STRATEGIC CAMPAIGN) :60 "WE DO MOTORCYCLES"

(SFX: continuous throughout, engines revving and running)

MAN: Hey, is, uh, is this the Harley-Davidson dealership?

DEALER: Yeah, it is. What can I do for ya?

MAN: You guys sell motorcycles, right?

DEALER: <beat> Uh, yeah. Yeah we do.

MAN: You sell Harley-Davidson® Accessories? Y'know, genuine accessories, leather jackets, riding gear...

DEALER: Definitely.

MAN: Uh, how about snowmobiles?

<They begin a rapid-fire exchange.>

DEALER: What?

MAN: No snowmobiles?

DEALER: No.

MAN: Oh, how about lawnmowers?

DEALER: No.

MAN: Uh, pianos?

DEALER: Nooo.

MAN: Guitars?

DEALER: Nooo.

MAN: Minivans?

DEALER: Buddy. Buddy, whoooah—listen: Harley-Davidson makes motorcycles...

MAN: Yeah?

DEALER: Genuine Motor Parts & Accessories and MotorClothes® merchandise. Period.

MAN: Right...

DEALER: We've been at it since 1903.



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MAN: Huh.

DEALER: It's what we do best. And we love doing it.

MAN: Oh.

DEALER: Look, just take a test ride. After a few miles on the Open Road, you'll see what I mean. <sound of engine revving> Trust me.

(MUSIC: Drum music comes up and under)

DONUT: :10

ANNCR: Harley-Davidson, Live by it.