



HARLEY-DAVIDSON DEALER AD PLANNER

PRE-PRODUCED RADIO SPOTS

FUEL EFFICIENCY RADIO SPOT (:60)

"AT THE PUMP"

(SFX: Motorcycle pulling up)

RIDER: Okay, unleaded...unleaded...here we go. So expensive...come on!
<to DRIVER> Man! How about these gas prices, huh?

DRIVER: Can't talk...Stuffing.

RIDER: Whoa, buddy; why are you cramming ten-dollar bills into your gas tank?

DRIVER: Gas prices...too high. Paper money now...cheaper fuel source.

RIDER: Well, if you wanna live large on the open road AND save on gas, why not just buy a Harley-Davidson® motorcycle?

DRIVER: Don't...patronize me.

RIDER: I'm serious; Harley-Davidson motorcycles are not only an American original but they also have great fuel efficiency. Much better than most cars or trucks.

DRIVER: Really?

RIDER: And, starting at under \$6,600, you could easily buy one with all the money you've stuffed into your car there.

DRIVER: You're right about that. So where do I get one?

RIDER: Just stop into a Harley-Davidson dealership; they'll get you up to speed...if you know what I mean.

(MUSIC: Drum music, up and under)

Donut: :08

ANNCR: At Harley-Davidson, The Legend Rolls On.®