

CAR SERVICE CENTRE – PROMO VIDEO SCRIPT

(60 SECS)

VIDEO	AUDIO
Logo slides into place	[note – wait while soundtrack builds]
Exterior - pan shot along Land Rover cars	V/O: Welcome to [COMPANY], your easy first choice for quality vehicles and servicing in the [COUNTY] region.
Interior - pan shot along Land Rover cars	
Interior showroom. [MANAGER] stands to camera. Name slides in.	V/O: We like to get to know you and your vehicle, so we can deliver a service that is both personal and professional.
Cut to MANAGER greeting WOMAN in showroom. Then closer face shot.	V/O: You'll get a warm welcome in our showroom, where we can source new and used vehicles to meet all customer requirements.
MANAGER guides WOMAN to white Range Rover model. They are about to look inside.	
Car interior - shot of steering wheel as if we are in driver's seat. Dashboard is lit up. Revs and speed dial needles go all the way round and back.	V/O: All cars are thoroughly checked and prepared, often exceeding the high standards of a main dealer.
Exterior – LR Discovery pulls up into parking space in front of us until the grille fills screen.	V/O: Visiting our facility is a breeze. We're easy to get to from the [A-ROAD1] and [A-ROAD 2], without needing to cross the city centre.
Close-up of wheel hub with Land Rover logo as it comes to a stop.	
Shot down side of car. Driver's door opens and a MAN gets out. Face not visible.	
Cut to interior Service Reception desks. MAN approaches desk, shakes hand and sits.	V/O: The [COMPANY] team thrives on personal service, a caring approach and enthusiasm for the cars.
Cut to garage interior. CHIEF ENGINEER stands to camera with car in repair bay in background. Name slides in.	V/O: We'll give you an exceptional customer experience.
Exterior – black Range Rover drives into garage entrance.	
Interior – side view down maintenance area with rows of vehicles and tools. We see size of space in background. ENGINEER lifts bonnet.	V/O: Between them, our engineers have over 100 years' experience in Land Rover and other quality vehicles.
View from vehicle front – a special cover is placed over the engine.	V/O: And we train in the latest models and technology.
(cont...)	(cont...)

<p>Cut to ENGINEER raising car up on lift coming to a stop. He then moves to check the underside.</p> <p>Cut to underside view. ENGINEER moves down the underside, inspecting with a hand light.</p> <p>Cut to ENGINEER inspecting a tyre with his phone.</p> <p>Cut to wall of tools or parts. ENGINEER reaches for an item.</p> <p>Cut to front end of Ssyonyang with wheels on a rolling bed.</p> <p>Front end of Ssongyang pulls up close to camera, filling screen.</p> <p>Shot of LR Discovery front grille being polished.</p> <p>Logo appears, animated towards us.</p> <p>END</p>	<p>V/O: With our 'See It Now' video service, you can even walk with our technician as he goes over your vehicle, revealing any issues.</p> <p>V/O: And while your car is on the jacks, we keep you on the road with a courtesy car. You won't miss that vital meeting or collecting the kids.</p> <p>V/O: We're passionate about the cars you love. Come to [COMPANY], and you need go nowhere else.</p> <p>(should end at music final fade)</p>
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