

Cheney Tire: Experience & Technology (30 sec.)

VIDEO	Time	AUDIO
TEXT OVERLAY: CHENEY TIRE LOGO (KEEP THIS ON SCREEN THRU ENTIRE AD??). PAN OF SALES FLOOR. MS OF SALES STAFF INTERACTING W/ CUSTOMERS. MS OF MECHANICS PUTTING ON TIRES.	00:00 00:04	WHAT KIND OF WHEELS AND TIRES DO YOU WANT FOR YOUR RIDE? NOT SURE? CHENEY TIRE CAN HELP. DON'T BET ON THE "OTHER" GUYS. CHENEY TIRE COMBINES OVER 50 YEARS OF PROVEN SERVICE WITH <u>THE LATEST TECHNOLOGY...WE'LL CREATE THE BEST CUSTOM PACKAGE FOR YOU.</u>
TEXT OVERLAY: INTRODUCING SOFTWHEELS NX. MS OF SALES STAFF WORKING ON COMPUTER WITH CLIENT OR STILLS PHOTOS OF VEHICLES W/ FANCY RIMS/TIRES.	00:10	COME IN TODAY AND USE OUR EXCLUSIVE INTERACTIVE SOFTWARE... SEE HOW YOUR VEHICLE LOOKS WITH NEW WHEELS AND TIRES BEFORE YOU BUY.
TEXT OVERLAY: VISIT OUR STATE STREET SHOWROOM. STILLS OF CORRESPONDING WHEEL/TIRE PRODUCTS INCLUDING MICKEY THOMPSON, MOTEGI, ETC.	00:17	CHENEY TIRE OFFERS A WIDE SELECTION OF BRANDS AND SIZES FOR WHAT YOU DRIVE...STREET TRUCKS...OFF-ROAD 4X4'S...MUSCLE CARS... PERFORMANCE IMPORTS... WE KNOW WHAT YOU WANT, AND WE'VE GOT IT!
TEXT OVERLAY: CHENEY TIRE LOGO, 315-788-6840, WWW.CHENEYTIRE.COM LS OF EXTERIOR STORE FRONT.	00:24	CHANGE YOUR VEHICLE'S IMAGE AND PERFORMANCE TODAY AT CHENEY TIRE, STATE STREET IN WATERTOWN, OR CHENEYTIRE.COM.
FADE TO BLACK	00:30	<i>NOTE TO PRODUCTION STAFF: TIMES ARE APPROXIMATE, DID NOT HAVE TIMER TO GUAGE TRUE AUDIO SEGMENT LENGTHS.</i>