

Cheney Tire: Lift Kits and More
(30 sec.)

VIDEO	Time	AUDIO
TEXT OVERLAY: CHENEY TIRE LOGO (KEEP THIS ON SCREEN THRU ENTIRE AD??).	00:00	CHENEY TIRE ADDS MORE MUSCLE TO YOUR TRUCK WITH OUR GREAT LINE OF ACCESSORIES.
STILL IMAGES OF PERFORMANCE PARTS.	00:04	WE HAVE HEADERS, PERFORMANCE EXHAUSTS, COMPUTER PROGRAMS, AND COLD AIR INTAKES. WE'RE TOPS IN PERFORMANCE ENHANCEMENT PRODUCTS!
SHOT OF MECHANIC INSTALLING KIT. BEFORE AND AFTER STILL IMAGES OF TRUCK WITH AND WITHOUT LIFT KIT.	00:10	PUMP UP YOUR PROFILE WITH A LIFT KIT. OUR INTERACTIVE SOFTWARE SHOWS YOU THE "BEFORE"... AND "AFTER"... VIEW OF YOUR TRUCK BEFORE INSTALLATION... YOU'LL BE AMAZED AT THE DIFFERENCE!
STILL IMAGES OF ACCESSORY PRODUCTS.	00:18	DON'T JUST LIFT YOUR TRUCK! MAKE IT ROUGH AND READY WITH GRILL GUARDS, NERF BARS, AND WINCHES. GET THE FINISHING TOUCH WITH HEADLIGHT COVERS, BUG SHIELDS, TONNEAU COVERS AND RAIN GUARDS.
TEXT OVERLAY: CHENEY TIRE LOGO, 315-788-6840, WWW.CHENEYTIRE.COM CUT TO STAFF WITH CUSTOMER. CUT TO LS OF EXTERIOR STORE FRONT.	00:24	WE'LL MAKE YOUR TRUCK STAND OUT! CHENEY TIRE COMBINES OVER 50 YEARS OF PROVEN SERVICE WITH QUALITY BRAND NAME PRODUCTS AND PROFESSIONAL INSTALLATION. 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>