

COPY

DATE: October 9, 2017
CLIENT: MileOne
TITLE: Herb Gordon Subaru Brand :30
ISCI: MO1737330H

:30/:12 DONUT — Herb Gordon Subaru

MUSIC:

It's a feeling that you get
A commitment always true
From the people you can trust
We'll take care of you

VO:

Herb Gordon Subaru's history of
outstanding service has made us Maryland's
largest volume Subaru dealer and earned us
the Subaru Stellar Care Award five years
running. So, we mean it when we say:

MUSIC:

We'll take care of you

VIDEO

Lifestyle footage

Customer Interaction (show store name)

Exterior Dealer Shot
SUPER: Maryland's Largest Volume Dealer
Volume claim based on 2016 Subaru of America Report

Lifestyle Footage

Subaru Stellar Care Award graphic
Service claim based on 2017 Subaru Stellar Care Award
Recipient

End Card: Herb Gordon logo + Subaru logo
+ HerbGordonSubaru.com
Minutes from Rockville, Columbia, Bowie
and D.C.