



BREAKING THE 4TH WALL

VIDEO: Fade in to a retro VHS scratchy introduction. The setting looks like it's filmed in the 1980s. There's a man standing in a dark room with a VCR and television on a cart next to him. He speaks directly to the customers in the dealership waiting room and even knocks on his monitor screen to get their attention. The man shows a video from his television that represents a collision. He informs the customers that collisions can happen to them too, even if they're a good driver. He continues to play the video and it reveals high-quality Mopar O.E. Parts. Over the video, he explains the importance of choosing Mopar O.E. Parts after a collision. The video ends by the man asking viewers if they're prepared and to ask for Mopar O.E. Parts today.

AUDIO: FADE IN: 1980's VHS intro music. FADE OUT. FADE IN: '80s training background music. MAN (30s): Well, hello there. Yes, you. I'm talking to you. Your vehicle should be ready any time now. In the meantime, while you're here, let's talk about something important. Something you may have not thought about, until now. V.O. NOISE: *SCREECHING NOISE *CRASH SOUND* MAN (30s): I know. You're a safe driver... nothing to worry about, right? But, collisions happen every day in America. In fact, it's a \$65-billion-dollar industry. So, while you may be a safe driver, it doesn't mean the other guy is. Accidents happen. And when they do, choose Mopar Original Equipment Parts to repair the damage. With Mopar O.E. Parts, you're guaranteed the best quality, fit, finish and ultimate protection. From fenders, to mirrors, glass and more, Mopar's got you covered. Yes, you. Are you prepared? Ask for Mopar O.E. Parts in your car today! You can thank me later. FADE OUT: '80s training background music.



30-DAY MONEY BACK
GUARANTEE!

1-800-555-5555

ONE
TIME ONLY

CALL NOW!

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LIMITED TIME!

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SHOPPING NETWORK

VIDEO: Fade in to two hosts on the shopping network, standing on a studio stage and in front of turntables. Using the magic of television, the two persuade viewers by selling “knowledge” on their shopping network, MVC (Mopar Valuable Customers). The knowledge they’re selling is about collision care and why your customers should choose Mopar O.E. Parts after a collision. The two hosts of the show answer a random caller who endorses Mopar O.E. Parts and explains how incredible it was to order the knowledge of collision care. The two hosts talk about Mopar Collision Parts such as a fender and glass. While the two are explaining the parts, there’s footage of people installing the parts in cars. The two say goodbye by telling viewers to ask their dealership for Mopar O.E. Parts the next time they’re in a collision.

AUDIO: FADE IN MUSIC: QVC intro music (THEME) FADE IN MUSIC/BACKGROUND: Liam Juke QVC music **TERRY (50s):** Welcome back to MVC! Oh boy, folks! It’s our big deal of the day. I’m so excited about this! **NICOLE (40s):** Last time we had this item, it sold out in eleven minutes. And now it’s back! **TERRY (50s):** You guessed it... it’s knowledge. This knowledge is about collision parts. Specifically, Mopar Collision Parts. **NICOLE (40s):** Did you know you can ask for Mopar O.E.-specific Parts after you get in a collision? **TERRY (50s):** FORGET THE AFTERMARKET, FOLKS! I guarantee you these Mopar products will give you the fit and finish of the original. Take a look at this fender, folks. Those aftermarket products don’t measure up to the quality of this baby! **NICOLE (40s):** How about Mopar O.E. Glass? Windshields provide one-third of roof strength, so it’s essential to go with a product for optimum safety and drivability. **TERRY (50s):** Alright, Nicole, let’s hear from a caller from Florida! Hello, What’s your name, sir? **V.O. CALLER (Man’s Voice – 70s):** Hello? **TERRY (50s):** Yes, hello, you’re on MVC! **V.O. CALLER (Man’s Voice – 70s):** Hey, it’s Bob from Dogtown, Florida. I’m calling about the knowledge about Mopar Parts that I bought last time. **TERRY (50s):** Hey, Bob! **NICOLE (50s):** How did those O.E. parts work for you? **V.O. CALLER (Man’s Voice – 70s):** Yes, my car is in the same condition after my collision repairs as it was when I bought it. Glad I didn’t go with those aftermarket parts! **TERRY (50s):** We appreciate you calling, we are too, Bob! **V.O. CALLER (Man’s Voice – 70s):** You know, if it wasn’t for that knowledge, I wouldn’t have known that I have the right to ask in any FCA dealership for original equipment to be installed on my car after a collision. **NICOLE (40s):** That’s right, everyone. YOU can ask for Mopar O.E. Parts after your collision. **V.O. CALLER (Man’s Voice – 70s):** Yes, I am so grateful for ordering knowledge. I plan to order it today for my grandson. He needs to know about this! **TERRY (50s):** Ask for Mopar O.E. Parts! Remember, you have that right! **V.O. CALLER (Man’s Voice – 70s):** Yep. You gotta have that knowledge to make the right decision... **TERRY (50s):** Okay, Bob. Thanks. **NICOLE (40s):** Okay, Bob. **TERRY (50s):** It’s time to hang up on Bob. Folks, if you’re in a collision, ask for genuine Mopar Collision Parts. They’re just like the originals... because they ARE the originals. FADE IN MUSIC: QVC intro music (THEME) FADE OUT