

“Truth Shall Triumph”

A web-based car dealership offering certified cars

(Begin with 70's style footage of someone making a speech reminiscent of Nixon)

Gerald: “This lightly used Nissan Altima will get you where you need to go, every time... That’s my promise to you... as your local dealership, Gerome Motors”

(Darkened office where a tie wearing man looks down at red stamped reports as an overall-clad mechanic speaks)

Mechanic: “Sir this latest batch of cars have a defect that prevents the windows from opening”

Gerald: “Then our drivers will just be a little bit hot this summer, won’t they?”

(Campaign style ad for same dealer)

Narrator 1: “Gerald Gerome, a dealer you can trust”

(Cut to car dealer shaking hands with customer, looking into their eyes, heartfelt)

Dealer: “I promise you’re getting a great deal on this used beauty”

(Dealer wearing washington style trenchcoat and placing stacks of money into a briefcase on his desk)

Dealer: “Hehe, suckers”

(Camera slow back-out)

Narrator 2: “Wouldn’t it be better if we held our dealers to a higher standard? If we could trust those we buy from to have our best interests at heart?”

(Couple using website)

Narrator 2: “NewPageCars.Com. It’s time to buy with confidence. So don’t be dealt with, make a fair deal. No frills, no false smiles or speeches, just good business.”

Narrator 2: “Go to NewPageCars.com. We won’t ask for your trust, we’ll earn it”