

## **“Subaru Always Improving”**

A short Subaru feature-based ad

Narrator: “Everyone has memories of their car, some good, some bad”

*(Flat tire, phone wedged between seats, fogged mirror and almost crashing)*

Narrator: “Drive the car designed to make memories with you”

*Refilling flat from in-car pump to make it to prom on time, easily grabbing phone to take pictures with friends, merging lanes to reach snowy mountaintop for pretty view*

Narrator: “Subaru, making improvements, to help make your memories”