

Massey Cadillac
:60 Radio Spot Copy
Luxury Golf

SFX: golf shoes on concrete

Golfer 1, alarmed: Hey! What are you doing?

Golfer 2, bemused: Unlocking my car.

G!: But that's not your car.

G2: Yes it is.

G!: Well it's not the car we came in. We came in a brand new El Dorado -- a red one. This is a blue Catera.

G2: Yea, and I love it -- luxury that zigs, you know?

G!: Yea, but how did...

G2: The El Dorado was a loaner.

G!: So where is it now?

G2: My dealer picked it up.

*G!: Your *dealer* picked it up?*

G2: Sure, while we were on the course -- delivered my Catera at the same time. I just picked up the keys at the clubhouse.

G!: Your dealer delivered your car here? While we were playing golf? And picked up the loaner?

G2: Yep.

G!: That must have cost you a fortune.

*G2: No, it's just part of this *luxury service* thing my dealer does.*

(Pause)

G!: That's an incredible dealer! Who is it?!!

G2: Massey.

G!: Who?

G2: Massey Cadillac. They're over on East Northwest Highway just off Jupiter Road.

G!: Well, let's stop by! I think I deserve some of that luxury service, too!

SFX: Door close, engine starts.

Announcer Tag: Massey Cadillac -- your Texas Star Cadillac Dealer.