



Radio Script

Client	Ford Motor Company
Product	Ford Territory
Agency contact	Nick Weller / Phillip van Bruchem
Title	The Amazing Seven
Job number	FMC366o
Length	45 seconds

Howdy, My name is Yul. This is Steve, Charles, James, Brad, Robert and Horst.

(Howdy x 6)

We like to call ourselves The Magnificent Seven.

When we're saving small Mexican villages from the plight of invading banditos, we choose to travel in the new Ford Territory.

There's plenty of room for our holsters in the back, and over thirty different storage compartments for spurs, whips, etcetera, etcetera, etcetera.

But most importantly - there's optional seating for seven adults. ... With hats.

New Ford Territory.

The possibilities are magnificent ... oh ... amazing.