



Radio Copy

CLIENT: Ultra Tune

TITLE: Hyena doing Lamaze

In the following spots, various everyday people attempt to describe the unusual sounds their cars are making. This is understood perfectly by the Ultra Tune mechanic.

Man: It kinda sounds like... a hyena...

Ultra Tune guy: OK.

Man: Yeah but, doing a Lamaze class.

MUSIC: Bring in quirky music track.

Man: Lamaze. Ah yes.

Older man: It sounds a bit like... a tap dancer...

Ultra Tune guy: Right.

Older man: With two left feet.

Ultra Tune guy: Yeah.

Young girl: OK, It sounds like... a front loader washing machine...

Ultra Tune guy: Alright.

Young girl: On spin cycle...

Ultra Tune guy: Uh huh.

Young girl: With a pumpkin in it...

Ultra Tune guy: Ahhh OK.

Young girl: Does that make sense?

Ultra Tune guy: Absolutely. Sounds like it's your suspension.

MVO: Ultra Tune. In tune with you and your car.



CLIENT: Ultra Tune

TITLE: Kookaburra with stutter

In the following spots, various everyday people attempt to describe the unusual sounds their cars are making. This is understood perfectly by the Ultra Tune mechanic.

Older man: It sounds... sort of... like a kookaburra...

Ultratune guy: Kookaburra?

Older man: With a stutter.

Ultra Tune guy: Right.

MUSIC: Bring in quirky music track.

Man: It's like the sound... of someone... in a suit of armour...

Ultra Tune guy: Yep.

Man: Bouncing... on... a trampoline.

Ultra Tune guy: OK.

Woman: It sounds like... a humpback whale... with indigestion...

Ultra Tune guy: Right.

Woman: Because it ate... a drum kit... ya know?

Ultra Tune guy: Sounds like it's your tappets.

Woman: Oh.

Ultra Tune guy: Mmm.

MVO: Ultra Tune. In tune with you and your car.



CLIENT: Ultra Tune

TITLE: Octopus dribbling basketballs

In the following spots, various everyday people attempt to describe the unusual sounds their cars are making. This is understood perfectly by the Ultra Tune mechanic.

Young guy: It sounds... like an octopus...

Ultra Tune guy: Uh huh.

Young Guy: Dribbling... 8 basketballs... at the same time.

Ultra Tune guy: That's not good.

Young guy: No?

Ultra Tune guy: No.

MUSIC: Bring in quirky music track.

Young woman: It's an unusually fast, purring sound...

Ultra Tune guy: Right.

Young woman: Like a kitten... on caffeine.

Ultra Tune guy: Okay?

Woman: It sounds... like... pushing a shopping trolley... full of garden gnomes...

Ultra Tune guy: Gnomes?

Woman: Over corrugated iron.

Ultra Tune guy: Well, it sounds like your car needs to be serviced more regularly.

Woman: Oh yes, you're right (laughs).

MVO: Ultra Tune. In tune with you and your car.