



***Boomerang Studio Inc.***

Client: Flatirons Subaru

Project: radio spot

Date: 5-21-07

Title: Only in Boulder

announcer: male with a tounge in cheek new-age vibe

music: eastern feel, maybe a sitar

Announcer: Flatirons Subaru is a different kind of dealership. Our staff is all vegan. Our vending machines are stocked with tofu. And our cars are only given 100% organic gasoline.

Of course, none of this is really true. But, since we're located in Boulder, we felt like we had to say it. What we do offer is the chance to shop for a car without pressure or somebody lurking over your shoulder.

In other words, the car buying experience without the car salesman. Flatirons Subaru in Boulder.