



TV Script

All script alterations must receive prior approval from Toyo Tire Canada Inc.

Toyo Tire Canada Inc - Nitto Division -7791 Nelson Road, unit 120 ,B.C. V6W 1G3 1-800-663-0063 Tel: (604) 304-1941 Fax: (604) 304-1946



Client: Nitto TIRE Canada
Project: 2022
Commercial Title: 'Nitto Tires – "Nitto Tires knows Cool " :30 - English
Code: - on request
Length: :30 - 25 Seconds - with 5 second dealer tag.
Campaign Dates: September 2024 to January 2025
SCRIPT: As Recorded

Nitto Voice: Nitto tires knows there's Cool and then there's COOL.
Nitto Voice: ... and then .. there's COOL.
Nitto Voice: We always want to stay cool ..
Nitto Voice: But sometimes we're caught off guard ..
Nitto Voice: That's why Nitto developed an all weather solution so you can be prepared .. always
Nitto Voice: The Nitto Motivo 365 with the cool security of all weather traction ..
Nitto Voice: Now that's ... really cool!
Nitto Voice: Nitto tires, are you ready for a new adventure!
GFX: Nitto
 Motive 365
 NittoTires.ca

(dealer tag) 5 second dealer tag

Please note: A script with affidavit must be supplied with each co-op request.

This announcement was broadcast _____ times, for campaign start _____ end _____ as entered in the stations logs. The times this announcement was broadcast were billed to this station's client on our invoice(s) number(ed) _____ at this earned rate as listed below:

| Time Classification | Time/Day Announcement | Rate per Announcement | Number of (Air time | Total \$ Amount |
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I CERTIFY THE ABOVE IS DOCUMENTED ON STATION LOGS

Name _____ Title _____
 Signature _____ Date _____

IMPORTANT: ORIGINAL COPY must be sent to manufacturer for Co-op claim.