



The Artisan Writer

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Jeff Creer/The Artisan Writer

COPY DECK

CLIENT: Modera, Inc.

ADVERTISER: Victorville Motors/Desert Fiat

PROJECT: Radio/:60/Theme: "Victorville is about to get 500 times better"

TITLE: Quest for Perfection

DATE: 10/6/14

COPY:

Awe, the quest for perfection. Many of us pursue it, knowing that by trying we are at least getting better. And for the High Desert, the chase for perfection will soon be realized, because Victorville is about to get FIVE HUNDRED times better this December when it welcomes Desert Fiat to our community. With the grand opening of Desert Fiat, this re-emerging automotive marque makes Victorville FIVE HUNDRED times better, thanks to its Italian-designed Five Hundred series, a class of sporty, fun-to-drive automobiles inspired by the Italian Autostrada. From the iconic, yet fully modern Fiat Five Hundred Pop, to the race-inspired Five Hundred Abarth and open-top Five Hundred Cabrio, five hundred times better is coming! Desert Fiat will offer the complete lineup of Fiat Five Hundreds, providing you with the un-bridled joy that only Fiat can produce. Celebrate the grand opening of Desert Fiat and enter to win a new Fiat Five Hundred from Desert Fiat at the Victorville Mall or online at DesertFiat.com.