Automotive commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Family Road Trip

Dealership (local) · Adult (40-55) · Neutral American · 30 seconds

Three kids. One dog. Eleven hundred miles. And somebody already asking, are we there yet?

If the family road trip is on the calendar, the family SUV should be ready for it. At Birchwood Auto Mart in Wrenfield, we've got roomy three-row SUVs with space for the cooler, the bikes and the grandma-approved snacks.

Come see us out on Route Nine, take one for a spin, and start the vacation early.

Birchwood Auto Mart. Room for everybody.

New Beginnings

Dealership (local) · Adult (30-45) · Neutral American · 30 seconds

New job? New baby? New town?

Every new chapter deserves a ride you can count on. At Harlow Valley Motors, we've got sleek sedans for the commute, rugged pickups for the weekend, and friendly folks who'll help you find the one that fits the life you're building.

No pressure. No runaround. Just straight talk and a handshake that means something.

Harlow Valley Motors, right off Exit Twelve. Start your next chapter here.

Summer Deals

Dealership (local) · Adult (25-40) · Neutral American · 30 seconds

Summer's here, and the deals at Sandpiper Auto are sizzling! Windows down, prices way down on every new and used car on the lot. Flexible financing, trade-ins welcome, and free sunglasses with every test drive. Seriously.

Get to Sandpiper Auto on Harbor Road in Gull Harbor this weekend!

Offer ends Sunday. Financing with approved credit. Not all buyers will qualify. Tax, title and fees extra. See dealer for details.

Local Hero

Dealership (local) · Adult (40-55) · Southern US · 30 seconds

Around here, the folks who hold this town together don't ask for much.

The teacher who stays late. The firefighter on the night shift. The nurse who remembers your mama's name.

So at Carver Creek Auto Sales, we're saying thank you the only way a car lot knows how. Special pricing for teachers, first responders and healthcare workers, all season long.

You look after us. Let us return the favor.

Carver Creek Auto Sales. Proud to be your neighbor.

Ready for Winter

Dealership (local) · Adult (30-45) · Neutral American · 15 seconds

First frost is on the way. Is your car ready?

At Northgate Motors in Ashby Ridge, we've got all-wheel-drive SUVs on the lot and winter tires in the shop.

Come in before the snow does. Northgate Motors.

The Future Pulled Up

Electric · Adult (30-45) · Neutral American · 30 seconds

Remember when the future meant flying cars? Turns out it just meant a quieter one.

The all-new Solvane E3 is fully electric, with instant torque that makes merging easy and a cabin so quiet you'll hear your playlist the way it was mixed. Software that updates overnight. Range built for real life.

The future didn't fly in. It pulled up.

Solvane E3. Plug in to what's next.

Where the Map Runs Out

National brand · Adult (30-45) · Neutral American · 30 seconds

The road ends. That's where the good part starts.

The Cordillera Ridgeback was built for places that don't show up on your navigation screen. Rock crawls. River crossings. Mud that swallows lesser tires whole. Take the roof off and let the canyon in.

Then Monday comes, and it takes you to work without a word of complaint.

Cordillera Ridgeback. Go where the map runs out.

The Quiet Room

National brand · Adult (40-55) · Neutral British · 60 seconds

There is a particular kind of silence that money cannot usually buy.

Not the silence of an empty room. The silence of a room where everything has been considered. Where every seam is hand-stitched. Where the wood was chosen from a single tree, so the grain runs unbroken from one door to the other.

The new Tolland Sovereign is that room. It simply happens to move.

Beneath you, a twin-turbocharged engine that never raises its voice. Around you, air suspension that reads the road ahead and quietly irons it flat. In front of you, nothing but the journey, and the time to think about it.

We did not set out to build the fastest saloon in the world, or the loudest.

We set out to build the calmest place you will spend all day.

The Tolland Sovereign. Arrive composed.

Smart Looks Good on You

National brand · Young adult (18-25) · Neutral American · 15 seconds

Fill up less. Go further.

The new Brevik Glide hybrid switches between gas and electric so smoothly you'll never feel it. Sleek outside, clever inside, and kind to your wallet.

The Brevik Glide. Smart looks good on you.

Honest Iron

Trucks · Adult (40-55) · Neutral American · 60 seconds

Some things don't need a sales pitch.

A good fence post. A cast-iron skillet. A handshake from a man who's worked the same land his whole life.

The Halloran Workhorse was built the same way. Honest steel. A frame that shrugs off the load you knew you shouldn't have piled on. An engine with the muscle to pull the camper up the grade and the manners to get you home.

Inside, it's all business. Controls you can work with gloves on. Seats that forgive a fourteen-hour day. And a bed liner that's seen worse than whatever you're about to throw in it.

It won't write poems about itself. It'll just be there, every morning, rain or shine, ready to go to work.

Just like the folks who drive it.

The Halloran Workhorse. Built to be leaned on.

The Inflatable Moose

Dealership (local) · Adult (30-45) · Neutral American · 60 seconds

It's here! It's huge! It's the Buckhorn Motors Fall Tailgate Sales Event, happening right now in Coldwater Bend!

We've got hundreds of new and pre-owned cars, trucks and SUVs, and every single one needs a new driveway to call home. Yours!

Trade-in worth more than you think? Bring it in! Credit a little bumpy? Bring it in! Just want a free hot dog and a look around? Bring it in!

Live music Saturday. The grill going all weekend. And a sales team that would rather make a deal than make you wait.

So load up the family, head out to Highway Forty, and look for the giant inflatable moose. You can't miss it. Believe me, we've tried.

Buckhorn Motors. Come for the deals, stay for the hot dogs!

Sale ends Monday. Financing on approved credit. Not all buyers will qualify. Tax, title, license and fees extra. See dealer for details.

Hank and Lorraine

Dealership (local), duet · Mature (55+) · Neutral American · 30 seconds

Cast: HANK LORRAINE

HANK Hi, I'm Hank.

LORRAINE And I'm Lorraine. We've been selling cars in Pell Crossing for thirty-one years.

HANK Thirty-two.

LORRAINE Thirty-one, Hank.

HANK She's right. She's always right.

LORRAINE Every car on our lot gets a full inspection, and I test-drive every one myself. Twice.

HANK She won't let me.

LORRAINE He knows why.

HANK Come see us on Maple Street, right across from the feed store.

LORRAINE Hank and Lorraine's Pre-Owned. Honest cars from honest people.

We Love to Say Yes

Dealership (local) · Young adult (18-25) · Neutral American · 15 seconds

Need a ride? Get-Go Auto in Larkspur Flats has quality used cars under ten grand, and we love to say yes.

Get-Go Auto!

On approved credit. Not all buyers qualify. See dealer for details.

The Kettle's Always On

Dealership (local) · Adult (30-45) · Australian · 60 seconds

G'day. Reckon your old ute's got one more harvest in her? Mate, we've all said that.

Here at Redgum Utes in Tamsin Creek, we've been matching locals with the right work vehicle for over twenty years. Dual cabs, single cabs, tray backs, tradie specials, and a few four-wheel-drive beasts that'll laugh at the back paddock after a week of rain.

Every ute on our yard is checked over by our own mechanics before it goes anywhere near you. We'll give you a fair go on your trade, and a straight answer on the price.

And if you're after something to tow the boat up to the lake at Easter, we'll have a yarn about that too.

So pop in and see us on the Old Coach Road, just past the silos. The kettle's always on.

Redgum Utes, Tamsin Creek. Built for the bush, priced for locals.

The Winking Light

Service & repair · Mature (55+) · Southern US · 30 seconds

Now, I'm not gonna tell you your car's talking to you. But if that little oil light's been winking at you for a month, it might be.

Come on down to Duane's Quick Lube in Greywell. Oil change, filter, tire pressure and a look under the hood, usually done before you finish your coffee. No appointment, no upsell, no nonsense.

Your car takes care of you every day. Give it twenty minutes back.

Grip You Can Trust

Service & repair · Adult (25-40) · Neutral British · 15 seconds

Bald tyres? Bumpy steering? A worrying thud on the ring road?

Pop into Kerbside Tyres. Free tread check, fitting while you wait, and prices that won't flatten you.

Kerbside Tyres. Grip you can trust.

Okafor and Daughters

Service & repair · Adult (40-55) · Neutral American · 60 seconds

My dad opened this garage in a borrowed building with one lift and a coffee can full of wrenches.

I was nine. My job was handing him the right socket. I got it wrong a lot.

Now the sign says Okafor and Daughters, and I'm the one under the hood. My sister runs the front desk. And Dad still stops by every morning to tell us what we're doing wrong.

Some things haven't changed. We explain the problem before we fix it. We show you the old part. And we'll tell you when something can wait, even if it means a smaller bill.

Because here, you're not a work order. You're the family with the minivan. The teacher with the hatchback. The guy who always brings donuts.

Okafor and Daughters Auto Repair, on Main Street in Linden Hollow.

We treat your car like it's ours.

The Wee Chip

Service & repair · Adult (40-55) · Scottish · 30 seconds

See that wee chip in your windscreen? The one you've been ignoring since the motorway? It's plotting.

One cold snap, one pothole, and that chip turns into a crack right across your line of sight.

Braeside Auto Glass will come to you, at home or at work, and fix most chips in about half an hour. If it's gone too far, we'll replace the whole screen, same day.

Don't wait for the crack. Call Braeside Auto Glass.

Listen Closely

Electric · Adult (30-45) · Neutral American · 60 seconds

For a hundred years, a car announced itself.

A cough in the driveway. A roar at the lights. A rumble you could feel through the floor of the house next door.

We thought it was time to try something different.

The Halvard Nine arrives without a sound. It pulls away from the curb like a held breath let go. On the highway, it is so quiet you can hear the rain change its mind.

Inside, there is room to stretch, and space to think. The materials are recycled, and you would never guess.

It charges while you sleep. It updates while you dream. And each morning it is ready, patient, full.

We did not make it louder. We did not make it flashier. We just made the drive feel like yours again.

The Halvard Nine. Fully electric.

Listen closely.

The Guy at Pump Four

Electric · Young adult (18-25) · Neutral American · 30 seconds

So, my morning routine used to include a gas station. And a sad granola bar. And a guy who always parked across two pumps.

Now? I unplug my Pikko Dot from the wall, like my phone, and I go. It's small enough for the tightest spot downtown, peppy enough to be fun, and charging at home is way kinder to my budget.

Honestly, I don't miss that guy.

Pikko Dot. Plug in, pop out.

It Just Doesn't Sound Like One

Electric · Adult (40-55) · Neutral American · 15 seconds

It tows like a truck. It hauls like a truck. It just doesn't sound like one.

The all-electric Stanchion E-Haul. Full-size capability, no tailpipe, and power outlets in the bed for the job site.

Coming this spring.

Around Mile Twelve

National brand · Mature (55+) · Neutral American · 60 seconds

I learned more about my children in the back seat of a car than anywhere else.

Something about not having to look at each other. You're just driving, they're staring out the window, and then out of nowhere: Mom, can I tell you something?

Best friends. First crushes. Big questions about dogs going to heaven.

Those years go by so fast. Faster than the mile markers.

The Vantrel Harbor was built for exactly that stretch of life. Sliding doors that little hands can manage. Seats that fold flat for the science fair volcano. Room for the carpool, the cello and the dog who always gets carsick. And a cabin quiet enough to hear the small voice in the third row.

Because the conversations that matter most don't happen at the dinner table.

They happen somewhere around mile twelve.

The Vantrel Harbor. Room to grow up.

Six A.M., Empty Road

National brand · Adult (30-45) · Neutral American · 30 seconds

Sunday. Six a.m. Empty road. Nobody awake but you and the fog in the valley.

This is what the Ravel Sixty was made for. A low, balanced coupe with an engine that sings all the way to redline, and steering that tells you everything the tarmac is thinking.

No distractions. Just the next bend, and the one after that.

Some drives are errands. This one is the reason.

The Ravel Sixty.

Hitch Up

Trucks · Adult (40-55) · Neutral American · 30 seconds

Horse trailer. Fifth-wheel camper. One very large boat that belongs to your brother-in-law.

The Bexley HD doesn't care what you hitch to it. It just pulls. A diesel built for the long grade, a trailer camera that shows every inch behind you, and an integrated brake controller, so you're in charge of the load, not the other way round.

When the work is heavy, you want a truck that doesn't notice.

Bexley HD. Hitch up.

Your Truck, Your Music

Trucks, duet · Any · Neutral American · 60 seconds

Cast: DAD KAYLA

DAD You're gripping the wheel like it owes you money.

KAYLA It's big, Dad. It's so, so big.

DAD It's a truck. That's the whole idea.

KAYLA How did you ever park yours at the grocery store?

DAD Badly. Your mother still brings it up. This one's got cameras, though. Look. All the way around.

KAYLA Oh. Okay. That actually helps a lot.

DAD Now ease off the brake. Nice and slow.

KAYLA I'm doing it. I'm doing it! Dad, I'm driving a truck.

DAD You're driving your truck.

KAYLA ...My truck.

DAD Three summers of work at the hardware store. You earned every mile of it.

KAYLA Can we take it to the lake Saturday?

DAD You're taking me to the lake Saturday. I'll bring the fishing poles.

KAYLA Deal. But I pick the music.

DAD Your truck, your music.

DAD The Coyle Fieldhand. For the first truck, and every one after.

Squeeze More In

National brand · Adult (25-40) · Neutral British · 30 seconds

London parking. You know the drill. You circle the square four times and end up two streets from where you started.

Meet the Wren City. Small enough to slot into spaces other cars only dream of. Clever enough to park itself while you smile at the traffic warden. And surprisingly roomy inside, for the weekly shop and a very large dog.

Big city. Little car. No problem.

Wren City. Squeeze more in.

A Good Conscience

Dealership (local) · Adult (25-40) · Irish · 30 seconds

Buying a second-hand car shouldn't feel like a flutter at the races.

At Donnelly's Motors in Ballyfarran, every car on the forecourt has been through a full inspection, comes with a twelve-month warranty, and has a full service history we'll happily show you over a cup of tea.

We've been here three generations. We're not going anywhere, and neither is our phone number.

Call in to Donnelly's Motors. A good car, and a good conscience.

Only When I'm Happy

Service & repair, duet · Adult (25-40) · Neutral American · 30 seconds

Cast: CUSTOMER ADVISOR

CUSTOMER My car's making a noise.

ADVISOR What kind of noise?

CUSTOMER Sort of a wub-wub-wub. But only when I turn left. And only when I'm happy.

ADVISOR Only when you're happy.

CUSTOMER I don't turn left when I'm sad.

ADVISOR Fair enough. We'll run a free diagnostic, show you what we find, and call before we touch anything.

CUSTOMER No surprises?

ADVISOR No surprises. That's the Midway Auto Care promise.

CUSTOMER Can I wait here?

ADVISOR Coffee's fresh.

Some Simply Arrive

National brand · Mature (55+) · Neutral British · 15 seconds

Some arrive loudly. Some simply arrive.

The Ashcombe Meridian. Hand-finished leather, a cabin as calm as a library, and power held quietly in reserve.

You will know it when you see it. The Ashcombe Meridian.

Just Keep Driving

Electric · Adult (25-40) · Neutral American · 30 seconds

Range anxiety. It sounds like a medical condition. It's really just a road trip with too many question marks.

Relay Charge is fixing that, one highway exit at a time. Fast chargers at the places you'd stop anyway: a coffee shop, a diner, a park with a decent view. Find them in the app, plug in, and by the time you've stretched your legs, you're ready to roll.

Relay Charge. Just keep driving.

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