



**APPROVED**

THIS AD IS APPROVED AT TIME OF REVIEW PROVIDED ALL SAF POLICIES ARE MET. IF CONTENT IS MODIFIED, REIMBURSEMENT OF CLAIM COULD BE AT RISK.

<https://vimeo.com/houserhennessee/review/116988974/3b3c1822d7>



**TAKE THE CHALLENGE!**



**SUBARU.**  
*Confidence in Motion*

**thinkThelen**  
PRE-REGISTRATION IS REQUIRED  
GET DETAILS AND PRE-REGISTER AT **THELENSUBARU.COM**

00:13 HD

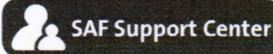
CLIENT:	Thelen Subaru	PHONE #:	989-921-1172
SPOT:	THEL-T150101 Think Forester	FAX # :	989-921-1175
LENGTH:	:15	SALES REP:	Larry
DATE:	1/16/15	PRODUCER	Alex D.
		:	

GRAPHICS	<u>video</u>	AUDIO
<p>NO TOYOTA RAV4 VIDEO OR LOGO NO FORD ESCAPE VIDEO OR LOGO</p> <p>Think Thelen Logo</p> <p>Subaru Forester NO TOYOTA RAV4 VIDEO OR LOGO <small>plain text only</small> NO FORD ESCAPE VIDEO OR LOGO <small>plain text only</small></p> <p>Subaru Forester Thelen Subaru logo "\$100 offer" disclaimer</p> <p>Think Thelen logo</p>  <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Bay City (text on screen)</p>	<p>Talent on Camera, points to text "Toyota Rav4" "Ford Escape"</p> <p>2015 Subaru Forester Video On Screen (talent still on screen)</p> <p>Talent on screen, acknowledges "Toyota Rav4" and "Ford Escape" text</p> <p>Talent on screen, 2015 Subaru Forester on screen</p> <p>Think Thelen logo and location on screen</p>	<p>Looking at Ford Escape or Toyota Rav4? Think about this!</p> <p>Thelen Subaru challenges you to compare Subaru Forester to Escape or Rav4!</p> <p>We're so confident you'll choose Subaru Forester over these, that Thelen will give you \$100 if you don't.</p> <p>That's a "hundred reasons" to Think Thelen. Thelen Subaru , Bay City.</p>

Approved: \_\_\_\_\_

Approved with Changes: \_\_\_\_\_

Client Signature: \_\_\_\_\_



2300 Locust Street  
St. Louis, MO 63103-1512

P: 1.866.717.2300 F: 1.866.717.2301

E-mail: SAF@Ansira.com

Hours: M-F 8:30 a.m. - 5:30 p.m. CT

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**SUBARU**

Confidence in Motion

## Subaru Advertiser Dealer Created Custom Assets Form

### Form to be used for:

**Dealer created vehicle running footage** - dealer produced footage of Subaru vehicle(s) in motion. Submission is always required for prior pre-approval.

**Dealer created video footage** - dealer produced footage of dealership inventory & facilities, stagnant Subaru vehicles, or Subaru vehicle walk arounds. Submission of dealer created video footage is not required for prior pre-approval but traditional pre-approval is required. If an offer appears, "Dealer Created Custom Assets Form" must accompany the pre-approval submission using dealer created video footage.

**Dealer created vehicle photography** - dealer produced photography of Subaru vehicles on dealership lots or in local scenic environments. Submission is always required for prior pre-approval.

### Dealer Created Custom Assets Approval Process:

**Step 1:** Submit dealer created custom assets for prior pre-approval to SAF Support Center. Be sure to submit this completed "Dealer Created Custom Assets Form."

**Step 2:** After dealer created custom assets have been prior pre-approved, they must be submitted to and approved by the SAF Support Center for traditional pre-approval. Failure to receive pre-approval will result in denial of reimbursement.

### Instructions:

- To submit dealer created vehicle photography and/or dealer created vehicle running footage for prior pre-approval:
  - Please complete ALL fields on this form for EACH vehicle present within your submission. Failure to complete this form will result in an automatic declination of your submission.
  - Attach dealer created vehicle photography and/or dealer created vehicle running footage seeking prior pre-approval

Please note: dealer created custom artwork submission response time is 48 hours from receipt for each submission

### General Information:

Dealership Name	Dealer Code
<i>Thele</i>	<i>070438</i>
Contact Name (print)	Title
<i>Kelly Isbell</i>	<i>Sales Manager</i>
E-mail	Phone Number
<i>kellyisbell@gmail.com</i>	<i>989.684.2980</i>

Year	Model	Trim Level	Model Code	Option Code
<i>1 2014</i>	<i>Forester</i>	<i>Base CVT</i>	<i>EFB</i>	<i>01</i>
<i>2 2014</i>	<i>Outback</i>	<i>3.6 Limited</i>	<i>EDK</i>	<i>04</i>
<i>3</i>				
<i>4</i>				
<i>5</i>				

	Last 8 Digits of VIN	Dealer Invoice	Subaru Port /Genuine Subaru Accessories
<i>1</i>	<i>EH476988</i>	<i>23090</i>	<i>NA</i>
<i>2</i>	<i>E220977</i>	<i>32590</i>	<i>NA</i>
<i>3</i>			
<i>4</i>			
<i>5</i>			



<http://vimeo.com/76967464>



