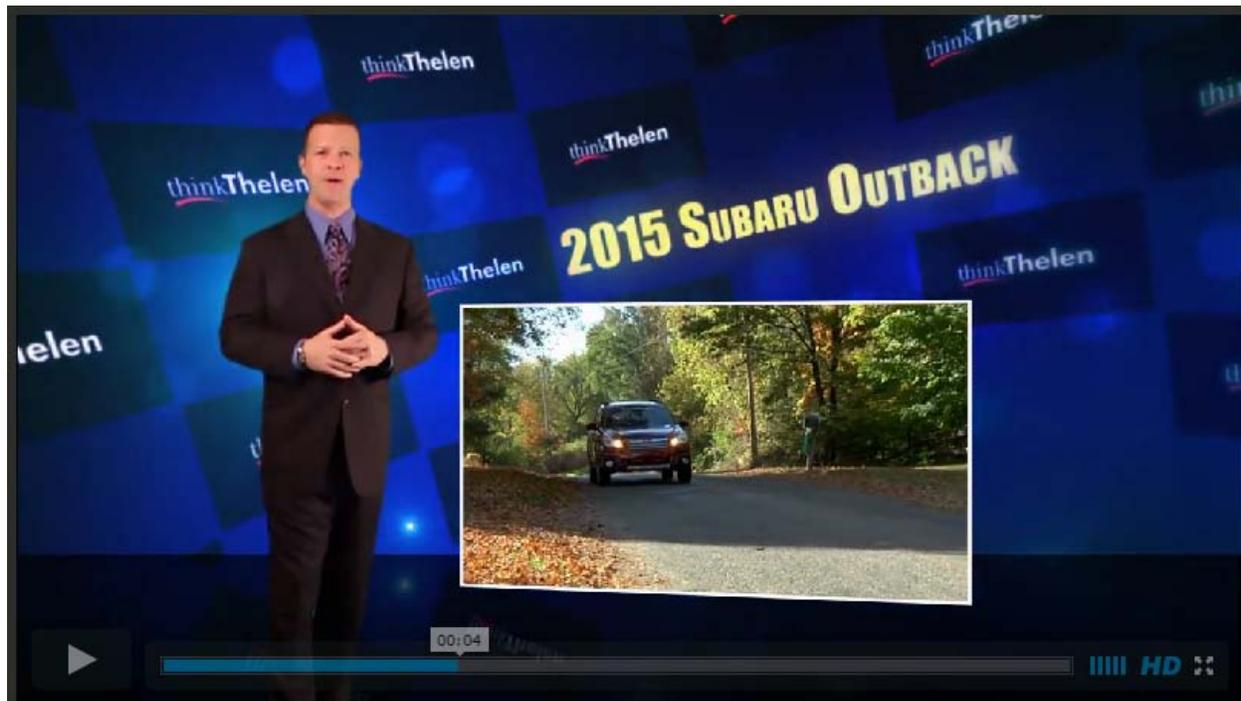




APPROVED

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/116994288/a9936d3081>



TAKE THE CHALLENGE!



SUBARU.
Confidence in Motion

thinkThelen

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

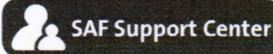
CLIENT:	Thelen Subaru	PHONE #:	989-921-1172
SPOT:	THEL-150102 Think Outback	FAX # :	989-921-1175
LENGTH:	:15	SALES REP:	Larry
DATE:	1/16/15	PRODUCER	Alex
		:	

GRAPHICS	<u>video</u>	AUDIO
<p>NO TOYOTA Highlander VIDEO OR LOGO NO FORD Edge VIDEO OR LOGO</p> <p>Think Thelen</p> <p>Subaru Outback NO TOYOTA Highlander VIDEO OR LOGO <small>plain text only</small> NO FORD Edge VIDEO OR LOGO <small>plain text only</small></p> <p>Subaru Outback Thelen Subaru logo "\$100 offer" disclaimer</p> <p>Think Thelen logo</p>  <p>SUBARU <i>Confidence in Motion</i></p> <p>Bay City (text on screen)</p>	<p>Talent on Camera, points to text "Toyota Highlander" "Ford Edge"</p> <p>2015 Subaru Outback video on screen (talent still on screen)</p> <p>Talent on screen, acknowledges "Toyota Highlander" and "Ford Edge" text</p> <p>Talent on screen, 2015 Subaru Outback Video on screen</p> <p>Thelen logo and location on screen</p>	<p>Looking at Ford Edge or Toyota Highlander? Think about this!</p> <p>Thelen Subaru challenges you to compare Subaru Outback to Edge or Highlander!</p> <p>We're so confident you'll choose Subaru Outback 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

APPROVED

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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>



