BVK
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VIDEO SCRIPT

Client: YPPG
Job #: 72187
Title: Prestige EFI video
Date: 04/28/17
Length: :45 (approx.)

VISUAL	AUDIO
1. Beauty display shot Add: **Simplicity logo** **Prestige™**	The 2017 Simplicity Prestige now offers an exciting new…
2. Engine photo	…Briggs & Stratton Commercial Series V-twin engine with Electronic Fuel Injection.
3. Operating shot	Hot or cold, EFI provides reliable car-like starting all season long.
4. Operating shot	The closed system helps keep fuel fresh to further reduce starting issues.
5. Operating shot	Our EFI is smart. It senses the load to consistently deliver optimal cutting power in changing conditions.
6. Operating shot	And it can save you up to 15% in fuel costs over standard carbureted engines.
7. Operating shot	EFI is available on two and four-wheel drive Prestige models.

8. Operating shots	When you add in a Free Floating™ mower deck with full-width rollers,
9.	power steering,
10.	cruise control,
11.	and a hydraulic attachment lift…
12. Beauty operating shot	You'll get *even more performance* in 2017 with the Simplicity Prestige with optional EFI.