

## SCRIPT FOR SATURN CD EXPERIENCE

### MAIN MOVIE (Overview)

Welcome to the Saturn CD Experience!

Like a “virtual showroom,” this CD-ROM turns your desk chair into a front seat of the new Saturn models.

Photos, accessories and options, video footage – they’re all in here. Plus you’ll have access to exclusive sales and service specials available **ONLY** to people with this CD. **AND** we give you a free gift just for watching.

Sweet. Just like the 2003 Saturns. Reliable, easy on the eye – and fun. So hop in, and let’s take a ride. Because... It’s different in a Saturn.

### UNLOCK SCREEN (LOG-IN)

Ready to take this baby for a test drive?

To get the engine running, you’ll need to use your key. Specifically, the KeyCODE printed on your CD package. Just type it into the box on the left, and then enter your email address below that. This is one time where spelling does count, so make sure you double-check for typos. Then just click the Submit button and you’re good to go!

I hope you’ve got internet access, because we’ll be taking part of our trip on the information superhighway. That’s how you’ll view exclusive sales and service specials designed just for you, plus visit the Saturn site. That’s also how we know you’ve viewed the CD – and like we said, that gets you a free gift.

If you’d like to look under the hood and see what makes this CD run, just click on the Privacy Policy. I’ll have more info for you there.

So... seatbelts on? Enter your Keycode and email address, click Submit - and here’s where the fun begins. I’ll see you on the inside.

## PRIVACY

To give you that free gift, we need to know you actually viewed the CD-ROM. That's why we have "AutoSurvey." AutoSurvey is a patented way to collect information about what sections you visit and where you click. That way we can figure out what you liked... and what you didn't like... so we can make future CDs more enjoyable and interesting, plus create special offers based on what you prefer.

There's a long list of details and specifics right over there, but the Reader's Digest version is this: your local Saturn dealer and the producers of this CD-ROM respect your privacy. We want to be up front about how we gather and use information from this CD. AutoSurvey doesn't look at your hard drive. What's on your computer is your business, not ours. We're only interested in how you use this CD-ROM.

If you're not keen about the computer reporting your usage, you can opt-out by clicking the "View Offline" button on the previous screen. We'd rather you didn't, though... the information you send really helps us improve this CD-ROM, and besides – we want to give you that free gift.

To learn more, simply read the Privacy Policy to the right. That would be YOUR right. Over there. Then click back to the previous screen and start your engine.

## MAIN MENU

Glad you made it!

There's a lot of great information, special offers and just out and out coolness on board, and I'm here to help guide you through it. I'm sort of like your personal in-dash guidance system. Or you can click a navigation button to drive through the CD at any time.

Saturn was created with the simple idea of putting people first. They design vehicles that work WITH us and complement our daily lives. They are easier to use, more versatile and more fun to drive. Just like this CD-ROM.

## WIDE SHOT

To get the low down on Saturn's new 2003 models, just mouse over the "Models" button. You'll get to choose between the lavishly redesigned L-Series, the new sport-utility vehicle called the VUE or the all-new ION Sedans and Quad Coupes. It's a tough choice – lucky for you, here you can have them all, so you'll know which one suits you best when you get to our dealership.

We have pics, videos, and stats for all of these models.

If you'd like to compare them, visit our aptly-named Compare Vehicles Section and see how they stack up next to each other. It might make your decision easier... or just make you want them all even more.

Make SURE you tour our Special Offers area. Here you'll find up-to-the-minute Saturn Sales Specials created just for you. There are also Service Specials to keep your car running in tip-top shape. These are changed out frequently, so check back often. You'll also find a direct link to our Dealership in this section.

Click on Press Releases to view the latest official announcements from Saturn.

When you think you've seen it all, you can exit the CD at any time – you'll find the exit ramp by clicking on the Exit Button.

And about that free gift for trying out the CD? Just call the number on the invitation to find out what it is and arrange to pick it up from our dealership!

So – let's select a destination and hit the road!

## ION

You've seen the commercial with the Saturn ION driving through the town full of kids on swingsets and hobby horses that says "Leaving Childhood?" That's all about frame of mind. The Saturn ION is for people who are still kids at heart and haven't forgotten the meaning of the word "fun."

If you love to drive, you'll love the Saturn ION. With a road-hungry 2.2-liter, 140-horsepower, dual-overhead-cam engine, the ION's ergonomic seating, sporty body and unique styling make it as much fun to be a passenger as it is to get behind the wheel.

The ION comes in several flavors – the ION Sedan and the ION "quad coupe." The quad coupe is especially cool because of its dual rear-access doors or RADs. The RADs... are rad, and combined with the split fold-down rear seatbacks, give the ION quad coupe the largest trunk of any other car in its class. Plus, that makes it perfect to carry your bike, luggage – or even a kayak, if you're so inclined. (Listen to: "Kayaks not included.") Right.

Check out the streamlined ION-1, the nicely equipped ION-2 sedan or quad coupe, and the extra-deluxe ION-3 models. You can choose from still photos, running video footage, and a pretty comprehensive look at the accessories, options and specifications. We also have links to the Saturn website where you can design your own ION, punch up an affordability calculator, and view the latest pricing.

Driving an ION is like being rewarded on a daily basis – and getting to share your fun with your friends.

## VUE

The 2003 Saturn VUE is an SUV designed for doing the stuff you do the most, but still give you the feeling that driving is FUN. Have you noticed that fun seems to be the key word with Saturn?

You can take the VUE pretty much anywhere you want to go. Whether it's taking the grind out of the daily commute, or heading out to the country where pavement ends with responsibility. I wouldn't go jumping canyons or rivers, but for everything else, there's the VUE.

And its amazing cargo area lets you take all your favorite stuff WITH you, including your friends and family. That's 30.8 cubic feet of easy-to-load space, which jumps up to 63.8 cubic feet with the rear seatbacks folded down. That's room for a LOT of stuff.

The Saturn VUE is like the best of two worlds – it's got the versatility and performance of a traditional SUV but also comes with the comfort normally associated with a well-engineered sedan.

There are four VUE models designed to fit how and where you'll use them. You've got your four-cylinder and V6 engines models, and each of those comes in both four-wheel drive – the FWD series – and all-wheel drive – the AWD series.

See for yourself. The pictures, video footage, and list of features and accessories tell the whole story. And you can even design your own VUE using our direct links to the Saturn website, and see how much your chosen options will cost.

With apologies to James Bond, this SUV is truly a VUE to a thrill. It's got the power to get you out of town in a hurry, and the cargo room to make sure you don't have to leave anything behind.

## L-SERIES

And you thought family cars couldn't be fun.

The 2003 Saturn L-Series sedan and wagon put enjoyment back into carpools and trips to soccer practice. Sure, they've got that fresh new appearance, but Saturn LOVES to improve things, and since the get-go the L-Series has had the benefit of more than 380 upgrades, refinements and new features. Those give you even more value for your money.

Simply put, the L-Series are the fastest, roomiest, most luxurious cars Saturn has ever made. Lucky you.

Think of them as sports sedans with a very large trunk. For example, the L-Series wagon has a huge cargo area for its class: Up to 79 cubic feet of cargo space. Now we're not talking about a big, old top-heavy SUVs or minivans here. It may HAUL LOADS like a minivan, but handles like a sports sedan.

On the sedan side, you have the well-equipped L200 and all-out L300. You want to bump that up to a wagon, you're talking the roomy LW200 and smooth LW300. The higher end vehicles sport the get-up-and-go of a 3.0-liter performance V6 engine.

I could go on and on about the Head Curtain Side Air Bags, the sport-tuned suspension, the magical blend of power and elegance... but you can see all of that for yourself. Explore the options, from statistics and features to photos, action videos, and more. We've even given you a fast lane directly to [Saturn.com](http://Saturn.com), where you can design and outfit your own L-Series. See it from different angles in different colors with different options and accessories.

Remember: I said it's different in a Saturn.

## PHOTO SCREEN

(look through photos for about 10 seconds)

You know... you can look through these, too. Just click on one of the pictures.

(looks more)

Nice.

## VERSION 2

(10 seconds of looking through photos, nodding)

## VERSION 3

You know... you can look through these, too. Just mouse-over any one of the pictures.

## VIDEO SCREEN

(Sitting in director's chair eating popcorn for 10 seconds)

Go ahead, don't wait for me. Just select a video clip.

(Another 5 seconds)

Don't you just hate waiting for the movie to start?

(Second take – 10 seconds of watching screen, eating popcorn)

## COMPARE VEHICLES

You've already taken a look at the vehicles of Saturn. At least, I hope you have. The button's right up there. Now's your chance to see how they stack up with each other. If you're still undecided, if one feature or accessory or option will make the difference in which Saturn is right for you, then you've come to the right section. Have at it!

## PRESS RELEASES

When you have something new, or great, or cool, you want to tell the world. Well, Saturn has all those things with its new model line-up. You can feel their pride and enthusiasm through these press releases announcing the latest Saturn goodness. If you're looking for more detail or background, this is the place to be. Kick back, pick one, and absorb.

## SPECIAL OFFERS

This section is the reason why you'll want to put this CD-ROM back in again and again. Here we have exclusive, direct links to Saturn Sales and Service Specials that are posted on the internet. When I say "exclusive," I mean these offers are only available to owners of this CD. And we host them on the internet so we can continually update them and change them out. That's why you'll want to keep checking back – to see what's new.

On the Sales side, Saturn has made a name for itself with its No Hassle/No Haggle policy. That means Saturn Retailers are up-front about all elements of a vehicle's price. Like you'd see at any grocery store, the price posted IS the price. You don't have to dicker, scheme, or break a sweat trying to get a better deal. It's the one on window sticker.

But that doesn't mean that Saturn doesn't run special sales – just like the one you got in the envelope that came with this CD. In fact, that's the first special you'll find on our exclusive website when you click "Sales Specials." And we'll be updating the site with new sales over time, so you'll want to check back here and see what's doin'.

Saturn would also love to service your vehicle, and that's where the "Service Specials" button comes in handy. Take advantage of those offers to maintain and tune-up your car, and keep it in running smooth – you know, so you can trade it in for a brand new Saturn.

By the way, you did know that Saturn can service other manufacturer's models, too, right? We also take those on trade.

Our Saturn Parts and Service department can keep your car on the road whether you need routine maintenance or a major mechanical overhaul. Their state-of-the-art repair and diagnostic facility is staffed with factory-trained and fully certified mechanics.

Use either button to get contact information for your Saturn dealership. Give us a call and say “thanks for the CD” or better yet, let us know you’re ready to buy.

## QUIT

What, you’re leaving already? I hope you got a chance to really check out all the great information and multimedia we packed into this CD-ROM. Anything you want to know about Saturn and its new vehicle line-up is either in here, or we have directions how to find it. And I’m not afraid to ask for directions.

It’s not too late. If you want to head back in, just click on the “return button” and you’ll merge back with traffic.

Just remember: Saturn puts customers first, and between the ION, the VUE, and the L-Series, you’ll see that Saturn has the vehicle for you, and why Saturn has earned their reputation for innovative products and features that deliver real customer benefits.

If you really have to go, you can take the Off Ramp right here. Thanks for taking a look. I’m glad you dropped in, and I hope you enjoyed the ride. Imagine how much more fun you’d have if you were riding in a brand new Saturn.

Oh, before you go, remember to put this CD in again anytime. You can check out the latest Special Offers, and I’ll still be here to show you around.