**Chrome Capital**

Video News Release

May 12, 2015

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| **Video** | **Audio** |
| Naples Riding Footage (about 5 seconds) | **Rumble of bike(s)** |
| Bike footage continues | **Voiceover:** Motorcycle riding season has arrived. And you just may see more Harley’s then ever on the road this year. The reason? Leasing. That’s right you can now lease a pre-owned Harley-Davidson just like you can a car or truck. |
| Interview of Peter (4th take-about 11 seconds in)  Allow for TV station to add their own CG:  Peter Wasmer  President & CEO of Chrome Capital  Drop-in animated map and additional riding footage over interview to mix it up some. | **Peter:** “People take us up on a lease for a number of reasons . . . delivering the freedom to ride.” (1:16) |
| Cut to YouTube Video: <https://youtu.be/Gtp3953tsnQ>  :30 seconds in through :44 | **Woman: “**I had never heard of leasing a Harley-Davidson . . . we may not have gotten the Harley we wanted.” |
|  | **Voiceover or local station stand-up:** Who would have thought the day would come when you could lease a Harley-Davidson? More people on more Harley’s means all drivers need to be on the lookout for motorcycles this summer. Look twice. Save a life. And if you always dreamed of riding down country road on Harley, look into leasing.  (reporter’s name) for (TV station) reporting. |