

TOYOTA TONY

Local Dealer TV Spot

Written by

Jeff Grosso

310-658-3705
Jeffgrosso@msn.com

EXT. DCH TOYOTA DEALERSHIP CAR LOT - DAY

TOYOTA TONY - Italian, thirties, dressed like he's on the Jersey Shore in 1987 - Addidas track suit, Air Jordans, Gold chains, rings, hat - and TOYOTA TINA - Twenties, attractive, big blonde hair, poofy skirt, leggings, heels - are standing in front of a row of Tacomas.

Tony uses his hands dramatically when he speaks.

Tina is chewing gum and filing her nails.

TONY

Hey, how's yuse guys doin? They call me Toyota Tony and this lovely little lady right here is my best girlfiend, Tina. Say hi, Tina.

TINA

Hi Tina.

They walk around a red, quad cab, 4X4 Tacoma Sport. Tony lowers the tailgate and lifts Tina up onto it.

TINA (CONT'D)

Oh Tony, you're so strong.

TONY

Forget about it... That's right, Toyota Tony is here to tell all you goombas out there to cruise on down to DCH Toyota so I can personally make you a very nice neighborhood deal on a new or pre-owned Toyota car, truck or SUV.

TINA

Or mini-van...

TONY

Oh yeah, thanks Tina. Or mini-van for yuse yugs that gots a whole bunch of rugrats... Why Toyota you ask? Are you kidding me or what? Everybody knows Toyota makes the most reliable, durable, best designed, and most fun vehicles on the planet. Ain't that right, Tina?

TINA

Course, Tony. Even my ninety-eight year-old grandmother knows that.

She stops filing briefly and looks up.

TINA (CONT'D)

She drives a Land Cruiser.

TONY

Do we got the best prices and selection in Los Angeles County? Forget about it. And not only that, hold onto your hats... We got rebates. Big ones. We got two thousand dollar manufacturer rebates on Camrys, Corollas, Rav4s and Priuses... Priuses?

TINA

Prii.

TONY

Prii?

Tony looks confused. Tina nods and files her nails.

TONY (CONT'D)

What she said. It's a helluva lot of clams anyway, however you say it. Hey, wait just a second, what the heckle and jeckle is this? Zero percent financing? I must be seeing things. That can't be right...

TINA

It is Tony. They got zero percent APR financing on selected models for qualified buyers.

TONY

Holy macaroni! This is unbelievable. My uncle Carmine gets three points a week when he puts cabbage out on the street... He'd have a friggin' stroke if he heard about this.

TONY (CONT'D)

What's that? You say you're looking for a Tacoma like this one we're sitting on right here? Good choice paisan. You know why? Cuz not only is Tacoma the roughest, toughest, most popular mid-sized truck on Earth, but chicks dig trucks. Ain't that right Tina?

TINA

You know it Tony.

She gives him a kiss.

TONY

Forget about it. So whatever you're looking for, car, truck, SUV...

TINA

Or mini-van...

TONY

If it's got four friggin wheels and doors we got just what you need. Come on down to DCH Toyota. DCH on PCH - hey, that's got as nice ring to it - 2909 Pacific Coast Highway, the best road in the country. Right on PCH between Hawthorne and Crenshaw. You can't miss it. And tell'em Tony sent ya. Forget about it...

Tina smiles and waves.

FADE OUT.