

Transcript – ETR Fast vs Slow 30sec television

Visual Two cars driving in different lanes, travelling in the same direction - two young male drivers – one looking stressed (speeding and swerving between lanes) – the other looking relaxed.

Voiceover: Two drivers take the same route. One speeds, the other relaxes and follows the speed limit.

Visual Both approach stoplight intersection. The speeding driver gets there first, but the relaxed driver catches up as the stoplights are red.

Voiceover: Sure the speeder gets to the lights first, only to be caught by the guy going at the right pace.

Visual: As the relaxed driver reaches the lights, he looks over at the stressed driver, who is impatiently tapping his steering wheel.

Voiceover: Slow down and enjoy the ride.

Visual: Enjoy the ride logo over street background.

Graphic: Authorised by the State Government, Perth. Spoken by D.Wenham.

Voiceover: Authorised by the State Government, Perth.