



(Fade In) (Woman driving vehicle #1)



(Woman in vehicle #1 smiles at woman in vehicle #2)



(A truck is crossing in front of vehicles)



(Brake lights activated on both vehicles)



(Vehicle #1 stops safely while vehicle #2 continues moving forward)



(Driver and passengers of vehicle #1 look fearful)



WOMAN in Vehicle #1 : Is everybody okay?

Text: Fictionalization, simulated accident, involves stunt drivers



VOICE OVER: Wagner OE* brake pads...



can stop you up to 50 feet sooner.



Do you know what's on your vehicle?

Text: *Results based on independent testing comparing Wagner OE* to competitors' brake pads on 2014 Ford F-150, 2011 RAV4 and 2013 Chevy



Install Wagner OE^x at Pep Boys and other leading repair shops. (Fade Out)

Storyboard of television advertisement

(Video Exhibit Submitted Separately)

EXHIBIT A(2)

EXHIBIT B



(Fade In) (Woman driving vehicle #1)



(Woman in vehicle #1 gazes at woman in vehicle #2)



(A truck is crossing in front of vehicles)



(Brake lights activated on both vehicles)



(Vehicle #1 stops safely while vehicle #2 continues moving forward)



(Driver and passengers of vehicle #1 look fearful)



(Vehicle #2 crashes into truck)

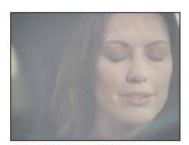


WOMAN in Vehicle #1 : Is everybody okay?

Text: Fictionalization, simulated accident, involves stunt drivers



VOICE OVER: Wagner OE' brakes



can stop you up to 50 feet sooner.



Do you know which brake pads are on your vehicle?



Your kids' lives depend on it. Parts Matter. (Fade Out)

Text: *Results based on independent testing comparing Wagner OE* to competitors' brake pads on 2014 Ford F-150, 2011 RAV4 and 2013 Chevy Tahoe

EXHIBIT B(1)

(Video Exhibit Submitted Separately)

EXHIBIT B(2)

EXHIBIT C



Print advertisement EXHIBIT C