



SNAPPER PRO LIVE READ RADIO SCRIPTS (2022)

LENGTH: 50 seconds

TITLE: Snapper Pro Value for the Commercial Cutter

ANNCR: If you mow grass for a living, I have two words of advice for you – Snapper Pro.

Snapper Pro is one of the fastest growing commercial brands in the business and offers innovative features and reliable performance that today's professionals expect.

They're designed to be pushed hard and driven all day long, while delivering a professional quality cut that will keep your customers happy.

Check out Snapper on social media or go to snapper.com and check out the full line of Snapper Pro commercial zero-turns and walk-behind mowing equipment. Visit your local Snapper Pro dealer [or insert dealership name] and take a test drive to see first-hand just how commercial quality can feel.

Snapper. Legendary Since 1951.



LENGTH: 30 seconds

TITLE: Snapper Pro Value for the Commercial Cutter

ANNCR: If you mow grass for a living, I have two words of advice for you – Snapper Pro.

Snapper Pro continues to grow as a commercial brand in the business and offers innovative features and reliable performance that today's professionals expect.

They're designed to be pushed hard and driven all day long, while delivering a professional quality cut that will keep your customers happy.

Visit your local Snapper Pro dealer [dealer name] and take a test drive to see first-hand just how commercial quality can feel.

Snapper. Legendary Since 1951.



LENGTH: 35 seconds

TITLE: Snapper Pro Special Finance

ANNCR: If you mow grass for a living, then mow like a real pro.

For a limited time [dealer name] is making it easier than ever to buy a Snapper Pro commercial mower, offering special financing! Choose from a variety of mowers that come equipped with Briggs & Stratton Commercial or Vanguard Engines, making maintenance less of a time-consuming hassle.

Visit [dealer name] today for more info on your new Snapper Pro. All loans subject to credit approval. See your dealer for details.

Snapper. Legendary Since 1951.



LENGTH: 30 seconds

TITLE: Snapper Pro Open House

ANNCR: Your friends at [dealer name] are so excited to show off their Snapper Pro mowers that they're having an open house and inviting you!

Come celebrate Snapper Pro Days [insert dates] and take advantage of our special deals on Snapper Pro commercial mowers.

We have trained Snapper experts here to help answer any questions and help you find the right mower for you. Stop in at [dealer name] to take a test drive and find out why you need a Snapper Pro.

Snapper. Legendary Since 1951.



LENGTH: 30 seconds

TITLE: Snapper Pro New Dealer

ANNCR: See how the Snapper Pro commitment to quality and value makes buying one a smart choice.

[Dealer name] in [city] now carries the line of Snapper Pro mowers. They feature innovative technology like an iCD Cutting System, Briggs & Stratton Commercial and Vanguard engines with Oil Guard Technology, and a variety of cutting widths. No mowing job is too big or too small.

Visit [dealer name] today and make Snapper Pro your #1 mower choice!

Snapper. Legendary Since 1951.