

INVISIBLE WORDS

(The easy way not to stand out.)

The following product claims are exact quotes taken from the ads in one issue of a trade publication serving the trucking industry. Clients paid their agencies thousands of dollars for all this worthless hyperbole, only to disappear into the din of advertising noise. So here they are. Yours. Free. It's only when you try to use them that you're going to pay.

GREAT VALUE OVER THE LONG HAUL • OVERALL LOWER COST OF OWNERSHIP • INDUSTRY-LEADING TECHNOLOGY • NATIONWIDE DEALER SUPPORT • SECOND TO NONE • RUGGED DEPENDABILITY • THE BEST IN THE INDUSTRY • IT MEETS OUR OWN HIGH STANDARDS, NO MATTER WHERE IN THE WORLD IT'S MANUFACTURED • PROTECT YOUR INVESTMENT • LOWER COST OF OWNERSHIP • BLOWS AWAY THE COMPETITION • HIGHLY ACCURATE • USER-FRIENDLY FUNCTIONALITY • MINIMAL INVESTMENT AND TRAINING • THE FAST TRACK TO PROFITS • STATE-OF-THE-ART SYSTEM • COST-EFFECTIVE EASY-TO-USE SOLUTION • LIMITLESS FLEXIBILITY TAILORED TO YOUR CUSTOM NEEDS • MAXIMUM EFFICIENCY, MINIMAL OPERATING COSTS • VIRTUALLY MAINTENANCE-FREE • EASY TO USE • ENHANCE YOUR BOTTOM LINE • WE'RE THERE EVERY STEP OF THE WAY • THE RIGHT BRAND • THE TOTAL PACKAGE • WHERE IT COUNTS • THE SOLUTION • A GLOBAL LEADER • PRODUCTS AND SYSTEMS THAT OEMS AND FLEETS TRUST • THE ONE THING YOU CAN'T AFFORD TO BE WITHOUT • TECHNOLOGY YOU CAN COUNT ON • FUEL EFFICIENCY - DEPENDABILITY - PERFORMANCE • KEEPS YOU ON THE ROAD • DEPENDABLE PRODUCT SOLUTIONS • LET'S TALK ABOUT VALUE • THE BOTTOM LINE ON VALUE • VALUE HAS ALWAYS MEANT GETTING THE MOST FOR YOUR MONEY • IN A WORLD OF RISING COSTS AND SHRINKING MARGINS, VALUE HAS NEVER BEEN MORE PRECIOUS • VALUE STARTS WITH A GREAT PRICE • A WARRANTY THAT STANDS UP TO ANYONE • YOU'RE NEVER TOO FAR FROM THE SERVICE YOU NEED • ROCK SOLID VALUE • THE ROAD TO RELIABILITY • PROVEN PRODUCTS • RESPECTED SERVICE • WORLD-CLASS SOLUTIONS FOR THE COMMERCIAL VEHICLE INDUSTRY • ENGINEERING YOUR ROAD TO SUCCESS • CONSIDER OUR DURABILITY AND EASY MAINTENANCE • BEST IN CLASS • MILES AHEAD OF THE COMPETITION • PROVEN PERFORMANCE • BETTER THAN THE COMPETITION ACROSS THE BOARD • LONGER SERVICE LIFE • WE'VE POURED CAPITAL INTO OUR MANUFACTURING PLANTS • WE'RE THE LEADER • TECHNOLOGICALLY ADVANCED • OE VEHICLE APPROVED • BUILT HEAVIER TO LAST LONGER • BRILLIANT PERFORMANCE • WE'RE STAYING WAY OUT IN FRONT OF OUR COMPETITION • YOU'LL BE ABLE TO CLEARLY SEE THE DIFFERENCE EVERYDAY ON YOUR COMPANY'S BOTTOM LINE • 100% ALL-AMERICAN • INNOVATION. NOT IMITATION. • EXPERIENCE AND KNOWLEDGE IS THE REASON WHY • OFTEN IMITATED BUT NEVER DUPLICATED • MAKE IT HAPPEN • DRIVEN BY PERFORMANCE • A COMPLETE LINE OF HEAVY DUTY ENGINE COMPONENTS THAT YOU CAN TRUST • THE BRAND THAT IS TRUSTED, TESTED AND APPROVED • LEADING THE WORLD • THE BEST SOLUTION • THE UTMOST EFFICIENCY AND PERFORMANCE • IT TAKES MORE THAN LEADERSHIP, FOCUS AND DEDICATION TO STAY AHEAD • VALUE FOR THE FLEET • STATE OF THE ART R&D CENTER FOR PRODUCT DEVELOPMENT AND QUALITY CONTROL • BETTER QUALITY. BETTER DURABILITY. BETTER BY DESIGN • #1 IN CUSTOMER SERVICE • THE BEST BRANDS AT THE BEST PRICES • IMPROVE ECONOMY AND HORSEPOWER • BACKED BY MORE THAN 60 YEARS OF TECHNICAL EXPERTISE • FUEL-EFFICIENT • IF YOUR TRUCKS ARE NOT IN SERVICE, YOU'RE NOT MAKING MONEY • INCREASE PROFITS • INCREASE TIRE MILEAGE • DECREASE FUEL COSTS • EQUAL TO THE TASK FOR EVERY JOB, ON OR OFF HIGHWAY • GEAR UP TO WORLD-CLASS HIGH-PERFORMANCE EQUIPMENT • THE MOST ACCURATE, USER FRIENDLY AND DEPENDABLE EQUIPMENT IN THE INDUSTRY • INCREASE YOUR PROFITS • LOW PRICES • HIGH QUALITY • RELIABLE • WE'VE EARNED THE REPUTATION FOR REDUCING DOWNTIME AND KEEPING TRUCKERS ON THE ROAD MILE AFTER MILE • LONG-TERM COMMITMENT TO EARN YOUR TRUST • PASSION FOR EXCELLENCE