Auto Zone

AVO: The most valuable tool in the box is the one that doesn't stay in the box. Because the tools that matter the most are the ones do the most. Like the AutoZone rewards card. The one card that helps you complete any job because when you spend twenty-five dollars five times you'll earn a twenty-dollar reward.

Now that's hard work that pays off.

Hoods up, America.

Get in the Zone. AutoZone.

Specs:

He's got relaxed confidence in what he's saying and a little off-the-cuff. He's a conversational man in his 30's to 40's speaking with common sense and a little wit. He's candid with listeners, cutting to the chase of car repair and helping drivers makes easy sense of tackling a job.

He is NOT an AVO, he's "Joe from down the street" - someone you can relate to and trust. He doesn't have an accent. He doesn't have a certain ethnicity. What he does have is the ability to get people ready and excited to work on their ride with the help of AutoZone.

Male, 35 – 45 in age

No noticeable accent

Ambiguous ethnicity

Clear speaking, and confident (i.e. not gravely, deep, deadpan.)