

Bentley College
Volvo Radio-DR Revise
512-R-23-01
Record date: 9/6/01

Volvo- Re-record

TOM: When you think safety on the highway, you think of their cars.

SFX: Car starting. Car taking off.

TOM: But when Volvo wanted to take off on the information superhighway, where did they think to send their top executives?

SFX: Airplane taking off.

TOM: Bentley College. Because with Bentley's state-of-the-art campus, our experts customized an e-business seminar for 20 managers identified as future leaders of Volvo.

Visit our campus and on-site Trading Room where Volvo performed hands-on Financial Analysis and studied Information Age Marketing.

Attend Bentley's Open House to see the real-world, high-tech environment our students work in every day. Meet faculty and learn how our business curriculum is customized for today's information age.

We helped Volvo run more smoothly in just two days. Imagine how our state-of-the-art education can help your career take flight.

SFX: Sonic jet taking off.

TOM: Bentley. The Business School for the Information Age.

RADIO STATION VO: *Stations will add a ten second tag to the end of the spot with timely information.*