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| 00 | **SMARTER TRAVEL AWARD** | DURATION: 40 seconds  V01: Female  TONE: Annoyed/frustrated  PACE: Medium  V02: Female  TONE: Cheery/Sassy  PACE: Medium |
| SMA0 | Smarter travel award. | VO1 |
| SMA1 | Oh,  for god’s sake,  I’m stuck in traffic again.  It’s been the fifth day! | VO1 |
| SMA2 | Hey there,  How is it going?  Stuck in traffic again? | VO2  Pedestrian walks by driver waiting in the traffic  Pedestrian is a friend of driver |
| SMA3 | Hey Sally,  You bet I am.  All I see  Is people getting to college on time! | VO1 |
| SMA4 | Well,  What about a bike ride?  Or a walk?  I always use the bike! | VO2 |
| SMA6 | I mean,  I always use my car,  It’s very convenient. | VO1 |
| SMA7 | Well,  It doesn’t seem like it,  Think of a smarter way to travel. | VO2 |
| SMA8 | Oh,  Is that so? | VO1 |
| SMA9 | Absolutely!  I cycle to college  And back each day | VO2 |
| SMA10 | It has made me feel fresher,  More focused  And I get to college,  Right on time! | VO2 |
| SMA11 | Well,  It sounds better than constant traffic.  Also,  Where did you get your cool bike? | VO1 |
| SMA12 | This one?  This is an e-bike,  It’s a new travel system. | VO2 |
| SMA13 | Wow!  You know what?  I will give this ‘smarter travel’  A good try.  Thanks a lot Sally! | VO1 |
| SMA14 | Hey,  While I am in traffic,  You need a lift? | VO1 |
| SMA15 | Visit [www.bikeshare.ie](http://www.bikeshare.ie)  For more information. | VO2 |