**“Moments” Radio Ad :50/:10**

SFX: (music up and under)

ANNCR: For nearly a century, Cummins has been there to back you up … through life’s most powerful moments.

SFX: (Fade in: Wedding music and light applause. Fade out.) ANNCR: The moments that change lives.

SFX: (Fade in: Stadium music and crowd noise. Fade out.) ANNCR: (yelling over crowd) The amazing moments.

SFX: (Fade in: Increasing heart rate monitor beeps. Hospital intercom in background. Fade out.)

ANNCR: And the moments that define you.

SFX: (Music regains prominence.)

ANNCR: For almost 100 years, Cummins has built some of the world’s most powerful and trusted generators and engines.

SFX: (Fade in, lower volume: Sirens. Medical equipment. Dispatch audio.)

ANNCR: The kind that keep hospitals, fire departments and governments in operation … when electricity fails.

Now, the same reliability is available for your home … with Cummins home standby generators.

SFX: (Fade in and out SFX: home activity, fridge door opening, tv, microwave ding) With their quiet, powerful performance; compact design; and easy to use remote monitoring … you can still enjoy life’s most powerful moments,

(SFX: Power/audio/music going off.)

ANNCR: even when there’s a power outage.

(SFX: Generator starting and power/audio/music resuming.)

ANNCR: Call your local Cummins dealer and see if a standby generator is right for you.

Cummins.

SFX: (quiet generator starting and running) Powering your life.

(Dealer tag :10)