



FERRIS LIVE READ RADIO SCRIPTS - 2026

Script 1:

Length: 60 sec.

Title: Ferris Suspension

ANNCR:

Ferris knows a thing or two about suspension.

They were the first to put independent front and rear suspension on a mower in 1998. And now, more than 25 years later, they're continuing to innovate, with 40 patents under their belt.

Whether you're mowing your own property or managing a landscaping crew, Ferris' suspension can make all the difference. A smooth comfortable ride means feeling good when the job is done. A premium cut quality means feeling pride in a great looking lawn.

And the feeling of the Ferris industry-leading 10-year warranty covering suspension related parts and labor? Well, that feeling is peace of mind, and it feels pretty good too. It's just another sign of the confidence Ferris has in their mowers.

Whether you're looking for a zero-turn unit or a stand-on mower, don't settle for anything less than full suspension. It makes all the difference.

Experience that Ferris feeling for yourself.

Visit [DEALER NAME/FerrisMowers.com] today to [set up a test drive and feel that Ferris difference/find your nearest Ferris dealer.]

Feels like a job well done. Feels like a Ferris.



Script 2:

Length: 30 sec.

Title: Ferris Suspension

ANNCR:

Ferris knows a thing or two about suspension.

They were the first to put independent front and rear suspension on a mower and now they have 40 patents under their belt.

The Ferris suspension can make all the difference. A smooth comfortable ride means feeling good when the job is done. A premium cut quality means feeling pride in a great looking lawn.

And the feeling of the Ferris industry-leading 10-year warranty covering suspension related parts and labor? That feeling is peace of mind.

Visit [DEALER NAME/FerrisMowers.com] today to [set up a test drive and feel that Ferris difference/find your nearest Ferris dealer.]

Feels like a job well done. Feels like a Ferris.



Script 3:

Length: 30 sec.

Title: Ferris special deal - generic

ANNCR:

Mowing on a Ferris just feels better thanks to its patented independent front and rear suspension. But mowing on a Ferris **and** taking advantage of a special offer – that feels even better.

And when that mower has an industry leading 10-year suspension warranty, you know you're making a great investment.

There has never been a better time to buy a Ferris, but you have to act fast, because inventory is limited.

Visit [DEALER NAME] today for a test drive and to experience what it feels like to mow on a Ferris and get a great deal.

Feels like the right choice. Feels like a Ferris.



Script 4

Length: 30 sec.

Title: Open House

ANNCR:

Experience what it feels like to mow on a Ferris during Ferris Days at [DEALER NAME] [DATES].

Take advantage of the best financing and prices of the year and enjoy [INSERT SPECIAL EVENTS AND FREE ITEMS]

It's an ideal time to test drive a Ferris and feel the difference the independent front and rear suspension can make on a mower. Less operator fatigue and strain. More control. Better results.

Feels like the grass can't grow fast enough. Feels like a Ferris.



Script 5

Length: 30 sec.

Title: New Dealer

ANNCR:

They say you're known by the company you keep. That's why [DEALER NAME] is proud to carry the innovative line of Ferris [mowers, blowers, sprayer/spreaders].

Ferris has a legacy of engineering premium products for landscape crews and homeowners alike.

They deliver great results and include features like mowers with multi-patented independent front and rear suspension for a smooth comfortable ride and outstanding cut quality.

Come in today and test-drive a Ferris and feel the difference.

Feels like comfort without compromise. Feels like a Ferris.



Script 6

Length: 30 sec.

Title: Professional

ANNCR:

You work hard. And long days on the mower can take its toll.

But when you mow on a Ferris – the inventor and innovator of independent front and rear suspension on mowers to absorb the bumps and rough terrain – you can feel the difference.

And for landscape pros working to maximize every hour, Ferris' patented front and rear suspension isn't just about comfort — it's about speed, precision, uptime, and crew retention.

If you haven't tried a Ferris – what are you waiting for?

Visit [DEALER NAME/FerrisMowers.com] today for a test drive.

Feels like a productivity hack. Feels like a Ferris.



Script 7

Length: 30 sec.

Title: Z3X

ANNCR:

Meet the evolution of stand-on mowers – the Ferris Z3X.
Experience up to a 40-horsepower engine.
Feel the difference its patented SRS suspension can make.

The newest member of the Z3 family is Ferris' highest horsepower stand-on, providing even more power, responsiveness, and productivity.

Select models are available with Oil Guard for up to 500-hour oil-change intervals – minimizing downtime.

Stop by [DEALER NAME/FerrisMowers.com] today and feel the Ferris difference.

Feels like power. Feels like a Ferris.



Script 8

Length: 30 sec.

Title: Zero turns

ANNCR:

The cut is high quality. The smooth ride is unmistakable.

A Ferris zero-turn – from compact models to large commercial mowers – elevates mowing.

The Ferris patented independent front and rear suspension on most models is designed for performance and comfort. High speeds and rough terrain are a breeze for the suspension which is designed to help absorb the bumps so your body doesn't have to.

Visit [DEALER NAME] to experience the Ferris difference.

Feels like the right choice, whether you're mowing the backyard or the back 40.

Feels like a Ferris.



Script 9

Length: 30 sec.

Title: Engines

ANNCR:

Choice is a powerful thing.

That's why Ferris offers a range of engine options for their equipment including Briggs & Stratton, Vanguard and Kawasaki on select models.

That way, you can choose the mower that's right for you and the engine you want to power it to ensure the optimal mowing experience for your specific needs.

Because when it comes to mowing, one size does not fit all.

Check out the latest equipment from Ferris at [DEALER NAME] and find the engine and mower combo for the way you mow.

Feels like power. Feels like a Ferris.