

Name _____

Selling Summary

Directions: Read the advertisement passage carefully. Think about what the ad is trying to **sell or promote** and the main ideas it uses to persuade. Write a short summary (3-4 sentences) that explains the product/service and the key points of the ad. Be sure your summary uses your own words rather than copying sentences directly.

Discover the new **EcoRide Electric Scooter**; a cleaner, smarter way to travel!

With zero emissions and a rechargeable battery that lasts up to 25 miles, EcoRide helps you save money while protecting the environment. Its lightweight design makes it easy to fold and carry, perfect for city commuters and students. Riders love the smooth performance, quick charging, and sleek modern look. EcoRide is not just transportation—it's a statement of sustainability. Buy yours today and join the movement toward a greener future.



1. What product is being advertised?
2. What are the main benefits or features highlighted in the ad?
3. Who is the likely audience for this product?
4. Write a 3-4 sentence summary explaining what this ad is trying to sell or promote.