

Selling Summary Answer Key

Q1. Product:

- EcoRide Electric Scooter.

Q2. Benefits/features:

- Zero emissions, rechargeable battery (25 miles per charge), foldable/lightweight, quick charging, modern design, environmentally friendly.

Q3. Likely audience:

- City commuters, students, eco-conscious consumers.

Q4. Sample summary (student answers may vary):

- The ad promotes the EcoRide Electric Scooter as an eco-friendly and cost-saving way to travel. It highlights features like zero emissions, a rechargeable battery, and a foldable design for easy carrying. The ad appeals to students and commuters who want convenience and sustainability. It encourages buyers to join a larger movement toward protecting the environment.

Teacher Notes:

- Emphasize that a **summary** should be shorter than the original ad and focus on **main ideas** only.
- Encourage students to avoid copying sentences word-for-word; instead, they should **paraphrase**.
- Extension: Have students bring in a real advertisement and write their own 3-4 sentence summary explaining what it promotes and how.