

A TELEVISION SERIES BY HANSON-VAUGHN GROUP



*A Global, Universal Character-driven
Show About the Car Business*



M 4 SQUARED

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When a group of Car Salesmen go to work, viewers not only see the way car-dealing is really done behind the scenes, but they meet some lovable and a few shady characters known as the *Car Guys*.

Set in Atlanta, Georgia, CAR GUYS is a fictional depiction of how the car business works and the CAR GUYS who drive the business.

The CAR GUYS, at a local car lot, are introduced in the PILOT and viewers meet a very special cast of characters; some quirky, some on the make, some on the take! Not only are the regular cast members selling cars, secondary characters come and go from episode to episode, as well. There's always a chance someone may stand out in the secondary cast from occasional celebrity guest appearances in cameo roles. When it happens, a standout character might be given a recurring role in the series. There's always room for one more!

#1 Basic Rule 101: Buyers are LIARS. Buying and selling cars is just business as usual. And....it's FUN!

#2 Rule: "Some will(buy). Some won't(buy). So what? Who's next?" The CAR GUYS know that it's all a numbers game. The competition builds among the CAR GUYS! Even more FUN!

#3 Rule: The Sales Manager will consistently run Sales Competitions to boost sales for the lot. Sometimes a CAR GUY can win the prize of \$28,000 in cash and a week's all expenses paid trip for 2 to Cancun! What's not to like about being a CAR GUY!?!? Winning is all that counts! But....when the competition gets rough, viewers will see the true nature of their favorite CAR GUY and root for him/her to win.....and Social Media will light up the boards!





A. SHOWROOM WEDDING

So when the car lot Receptionist (Stephanie Stratton) and the #2 in sales CAR GUY (Jerry Patel) can't take any time off work for a proper wedding, they decide to have it during business hours in the car showroom. The Service Manager, an ordained minister, agrees to perform the ceremony during a lunch break. When the ceremony begins, the "sales-driven" CAR GUY Jerry, the groom, sees one of his best customers walk in. No wedding is ever going to take the place of what's #1 in Jerry's book, because when it comes to sales and beating that pesky, aggravating #1 Top Selling CAR GUY Crystal Clayton, nothing will stand in his way! Taking care of his customer will always be #1 and then there's the commission, of course. When he asks that the ceremony be put ON HOLD, as he is walking away from the ceremony to greet the customer, total chaos occurs and it's anyone's guess if the wedding takes place or it doesn't!





3. NACHO & THE GREEN CARD

CAR GUY, Nacho, becomes more and more desperate on his quest to get his **Green Card. He has just about stretched his work Visa to the squealing point, so he comes up with a plan to find a woman who will marry him. It's not that easy. As cute as Nacho is, he tends to over do it in the liquor department and when he starts falling down drunk and openly reveals to a woman he is only after his Green Card and not her body, it's curtains every time. As a last resort, he has Phil. From a logical point of view, it makes sense. Phil is gay, he doesn't have to pretend he wants his body and a real marriage and he and Nacho already live together in an apartment near the car lot. Since Phil has no romantic interest in Nacho and vice versa, it's all good....or is it? They have to prove to the authorities they are a real couple....a real heterosexual couple...and be totally believable!! With Nacho's track record with women, a Private Investigator could turn him in for immigration fraud. They have anticipated and rehearsed all the answers for the questions that will be or might be posed by a Judge.**


The big thing that is holding up the Nacho and Phil union is that they would have to kiss each other to seal the deal and do it in front of a Judge and a group of their closest friends. As simple as this might sound, this kiss thing has turned into a monster of a fiasco all its own and even practicing while drunk has not gotten the two sets of lips any closer than 12 inches....MAX....way too far to make it believable. While all this is going on, there is a female customer who comes onto the lot. Every week she appears and sticks her nose where it doesn't belong in an attempt to seduce Nacho. One would think this might solve Nacho's problem, but in reality, not even the prospect of a Green Card looming within his grasp would get him to settle for Carmen. Her hair looks like a bird's nest, her shape is more a cantaloupe than a pear, and she is 20 years older than Nacho. In a lot of ways, she reminds him of his mother. Whenever he sees Carmen coming, it's all he can do to run as fast as his legs will carry him for fear she will tackle him to the ground and smear his face with wet, slobbery kisses. YUCK!





THE BIG TIP

While standing inside the showroom, holding the door open for the Prospective Customer to enter, viewers clearly see the Prospective Customer is dressed rather shoddily. He doesn't look like he could pay "for attention" much less "pay for a car". None of the CAR GUYS are all that interested in using their UP to wait on him. In the end, the Prospective Customer goes across the street and comes back driving a brand new LEXUS SUV and is headed for the showroom door. He tells a CAR GUY who opens the door for him this time, that he wants to give a BIG TIP to the CAR GUY who waited on him just an hour before. When the first CAR GUY comes out of his glass-partitioned office with a big smile on his face, the now LOST Prospective Customer says he wants to give him a BIG TIP. The Car Guy is pleased, thinking it is a monetary tip. He is totally disarmed when the LOST Prospective Customer says, "Hey, here's my BIG TIP. Always treat your customers, as if they can easily afford to buy a car with cash.....I just did!", and he leaves the showroom.

 Each episode of the series will focus on a true life topic that a lot of consumers and car sales people have experienced, some very funny, some maddening, and some endearing. The proverbial UPS SYSTEM will be shown to the viewers, so they can clearly see how the CAR GUYS know when it is their turn to nab the next Prospective Customer on the lot or in the showroom. Sometimes, an episode will be focused from the consumer side of a transaction, while other times, it can be a personal event that happened outside the dealership by a CAR GUY on the CAR GUY'S off-time. He or she will bring the "happening" into the dealership to discuss with the personnel at the car lot. Sometimes, it will cause absolute mayhem and other times, it is fraught with one-liners that will keep viewers laughing for days! It could be a birthday party for a CAR GUY or it could be that a CAR GUY drove 600 miles to pick up a car for a customer and he/she did it with the convertible's top down and got such a bad sunburn, he/she looks like a proverbial **Lobster** just out of the pot when he/she arrives back at the dealership.





The Cast

Ignacio “Nacho” Torres—(Hetero Hispanic male) who loves the Chicks; comes to work hung-over from too much Tequila and Cerveza the night before. Once the José Quérvo wears off, he starts chasing the females with a vengeance and often gets into trouble, as he crosses the line (sometimes) with his Co-Workers’ chicks. He is working on a Green Card scheme, so he is always trying to find a female (customer or car lot staff) who will consent to marry him to get his Green Card and to become legal. Fellow CAR GUY Phillip, who is Nacho’s roommate (and gay), has consented to marry him for the Green Card, but only as a last resort.

Stephanie Stratton—(Caucasian female fully endowed, 6’2” 225 lbs.) - Receptionist in the center of the showroom at a circular reception desk. Her Fiancé is CAR GUY, Jerry Patel, 5’7” 160 pounds soaking wet, a rather small dude, slightly built. She has a sexy voice that could melt butter and she uses her voice on the phone to lure (encourage male callers) to come into the dealership to purchase a car. “Be sure and come see me! Just ask for Stephanie!”, she always closes with her famous sign off line that sounds like she just concluded a 900 number phone sex call. Then, men come in and when she stands up and steps out from behind her reception desk to greet them in her 5” stilettos, they are totally intimidated and are somewhat shocked that the voice doesn’t quite jive with their fantasy of how they thought Stephanie would look. She’s pretty, just not a petite 5’2 blonde. Their jaws always drop! She thinks it’s funny...doesn’t bother her one bit....she enjoys pulling this on men! With a short, little guy she puts her arms around him and says coyly, “You’re so cute, I’d like to put you in my pocket and take you with me.” When they buy, she gets a cut of the commission for getting them in.

Phil Swann— Phil is a CAR GUY who lives with Nacho in a 2-bedroom apartment near the car lot. Phil loves the car business and he is amazing at networking, because all his friends buy cars from him and because his business is so good, he doesn’t have the hassle the other CAR GUYS have. Phil is gay and because Nacho is on the fast track to get his Green Card, Phil is Nacho’s last resort if he can’t find a woman who will marry him within certain restrictions. He wants to continue his “chasing” behavior and he doesn’t want the confines of a real marriage to end that. Phil, who has never been married, is reluctant to oblige, but Nacho is his best friend and he sure doesn’t want to see him deported.





Jerry Patel—A CAR GUY originally from Mumbai, India, is Stephanie's Fiancé. When he met Stephanie, it was love at first sight. He's always been in love with her. He never had the nerve to ask out. Finally, they went on one date and they decided to get married that week at the car lot. Since neither of them have any vacation time coming, it is decided they will put on a wedding in the showroom of the car lot. Because it is typically a very busy business, they'll have to do it on their lunch breaks. The head of the service department will perform the ceremony and since there is little notice, most of the CAR GUYS will be the attendees. All hell breaks loose when a longtime customer of Jerry's comes in the door of the showroom.

Gwen Goldberg—She runs the office and payroll. She knows more than she will ever tell about the basic operation of the lot. She grew up in a rough neighborhood and goes to night school to improve her life. She has an Ex who is a bum and she is supporting her two kids on her own. She works hard. She also has a really warped personality and sense of humor and can pitch the "one-liners"; as funny as Elaine on Seinfeld. She's looking for a man.

Crystal Clayton—She is the only female CAR GUY on the lot, at the moment, and boy can she speak the language of autos (all the technical stuff) and auto selling! She grew up in her dad's car repair garage learning at his knee. She can diagnose most any problem and she knows all the specs on the cars she's selling, which gives her a distinct advantage. She consistently whips the butts and wipes the showroom floor with her competition (the male CAR GUYS) by winning sales competitions month after month, making the other CAR GUYS on the lot look like virtual idiots. She has a crush on Gwen, but would never blow her cover by revealing herself to Gwen or to the others at the lot. She overcompensates by talking about guys (all fictitious) that she is dating (not), just to keep her true sexual orientation firmly in the closet.

Gary Bench— A truly funny CAR GUY, who is so ugly looking that on a scale of 1 to 10, he has to give points back....he's at least a minus 2! It's amazing, though, how many great looking women he turns up with for work-related parties at the car lot! From true beauty queens to former college cheerleaders, Gary asks them all and every now and then, they accept. He tells those at the lot that because they are so beautiful, they sit home a lot, because men are too afraid to ask them out for fear of being turned down. Gary gets them!





Supporting Cast

Theo Adolfo—Italian or Greek (Male tied to the Mafia) - Tote-Your-Note Car Lot Owner. Former “Businessman”, who parlayed his graft to purchase the car lot and the inventory. Stereo-typical street wise guy, sporting lots of gold chains and rings, who knows where the bodies are buried. His main frustration is grooming his son, Tony, to take over the business.

Anthony “Tony” Adolfo— Theo’s son who is being groomed as a CAR GUY. At 28, Tony sees himself as a lady’s man and slicks his hair, as if he just walked off the “Grease” set! To appear taller, he wears lifts in his shoes and he always has a flock of car lot office personnel and customers around him. He can have his choice, any day of the week. This makes for havoc on the lot, as the females are always vying for Tony’s attention and to be Tony’s number one girl. He is not all that bright in the IQ department and he dropped out of school when he spent a stint in the JV Detention Center for working at a chop shop on the side. He hasn’t missed much, in terms of a formal education, because he already knows it all.

Sly Robison— Black CAR GUY (male) who is Sales Manager, worked his way up from zero to Car Salesman of the Year. He’s a No-Nonsense guy with his crew and a strong task master, but he has a heart of gold behind that tough guy exterior. He is a super CLOSER and he convinces customers, he’s the one who will make them a sweet deal.

Jimmy John “J.J.” Burns— He is the F & I guy for the lot and he is envied by every CAR GUY, because he consistently makes more than they do. I wouldn’t say he was hated exactly, but he reminds you a lot of a cocky Steve Carrell-prick type guy on THE OFFICE, in terms of his overall rating by the CAR GUYS. He rates a 2 out of 10 on the likeability scale. A total prick, a thorn in everybody’s side, and nobody trusts him.





Location, Set, Theme Music, Stock Footage, Title, Optics, Logo

All episodes of the show to be shot on site at a fictional car lot, constructed on a sound stage. The set will show the owner's office, personnel offices, the service area and garage, the CAR GUYS glassed-partitioned offices, bathrooms, break-room, hallways, and the showroom.

Stock footage will be used to simulate the car lot, the freeway exit, the exterior shots including the entrance from the service road, as well as, the aerial views. This is a used car business, so no specific car brand is represented and because this is a show, using actors and fictional events and names, there are no liability issues based on real auto customers actually buying cars.

Opening the show will be an action video of a CAR GUY driving to work on an Atlanta freeway, taking the CAR GUYS exit, driving on the service road and then pulling into the car lot. There's a SPECIAL SAVED SPACE near the front entrance to the showroom that is for the month's #1 CAR GUY and there is a sign posted on the parking space indicating that. The CAR GUY in the footage pulls into that space. We don't see who the CAR GUY is, guy or gal....just basically hands on a steering wheel.

The car lot, initially, was a brand dealership left empty when it relocated within the Atlanta area where there is more suburban growth. The car lot does not look like a Tote-Your-Note run down one-owner lot, because it still maintains that classic dealership architecture and ambience, complete with freeway visibility, and the grand showroom.

A full service area is to the right and slightly behind the showroom, used as a waiting area for service customers.



Ignacio “Nacho” Torres
(Oscar Nunez)
(“The Office”)



Phil Swann
(Michael Lomenda)
(“Jersey Boys”)



Jimmy John “J.J.” Burns
(Larry Bagby)
(“Walk The Line” & Hocus Pocus”)



Jerry Patel
(Parvesh Cheena)
(“Outsourced”)



Theo Adolfo
(Joel Murray)
(“Mad Men”)



Anthony “Tony” Adolfo
(Michael Gladis)
(“Mad Men”)



Sly Robison
Dulé Hill
(“West Wing”)



Gary Bench
(Tad Atkinson)
(“Mad Man”)



Kristen Johnston
(Stephanie Stratton)
(“3rd Rock”)



Gwen Goldberg
(Jessica Paré)
(“Mad Men”)



Crystal Clayton
(Samantha Johnson)
(“America’s Got Talent”)

