dmbb00612.mov / Avis Car Rental, 1960s-1970s / Duke Digital Repository

Announcer: There are a few great smells in this world that a man can really appreciate, bacon and eggs in the morning and the smell of a new car. Every six months, Avis changes its new Plymouths for newer Plymouths, so you're sure to get a car that looks good, feels good, and smells good.