2	Making the unmissable, unmissable	
3	Loves the jobs you hate	
4	Made in Scotland, from girders	
5	Vorsprung Durch Technik	
6 '	The best a man can get	
7	Central heating for kids	
8	It does exactly what it says on the tin	
9	Refreshes parts other beers can't reach	
10	Lick the lid of life	
11 .	Just do it	
12	Reassuringly expensive	
13	Because you're worth it	
14 ′	The car in front is	
15 '	The appliance of science	
16	Afore ye go	
17	Where do you want to be ?	
18	So good the cows want it back	
19	Full of Eastern Promise	
20	Never knowingly undersold	
21	The World's local bank	
22	One slice is never enough	
23	The totally tropical taste	
24	Put a tiger in your tank	