

ABC DEALERSHIP

BUY-BACK PROGRAM



THE KELLEY BLUE BOOK® TRADE-IN VALUE FOR YOUR VEHICLE IS:



Kelley Blue Book
THE TRUSTED RESOURCE

YEAR
YEAR

MAKE / MODEL
MAKE / MODEL

\$X,XXX.XX

Estimated Kelley Blue Book® Trade-In Value is based on good condition 00/00/20XX.

Make your best deal on a new or pre-owned vehicle and then present this voucher to your participating dealer for additional savings.

Offer for the trade of your 2007 Toyota Avalon

up to

\$X,XXX.XX

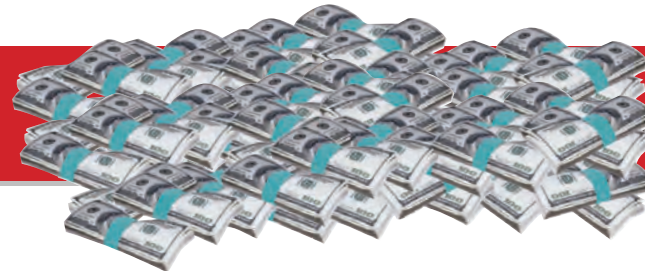
That is over **\$X,XXX more** than the estimated value today and it could even be worth more if your vehicle is in "excellent" condition!

Please visit your personal webpage: www.JohnSmith.buymyauto.us

Use Security Code: **2T9W**

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JOHN SMITH



Dear John Smith,

ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Year Make Models>. Due to the appeal of these quality pre-owned vehicles nationwide, it has been nearly impossible for dealerships like ourselves to replenish our pre-owned vehicle inventory.

We must restock our pre-owned inventory right now! Your <YEAR MAKE MODEL> is on our list of high demand vehicles.

Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to **\$X,XXX** over Kelley Blue Book® Value for your <YEAR MAKE MODEL>!*

The Trade-In Value of your vehicle is determined by the mileage and condition.

In order to take advantage of this unprecedented offer, you must bring this invitation to ABC Dealership by Month 00th. You may also call 1-888-888-8888 to schedule a convenient appointment today!

*We have Great
Low Pricing!*

Where

When

ABC Dealership

555 Main Street
Anytown, USA 12345
888-888-8888

www.abcdealership.com

Four Days Only!

Monday through Sunday
Month 00th - Month 00th, 20XX
Thurs (9am-9pm) • Fri & Sat (9am-4pm)
Sun (12pm-5pm)

*John Smith
1234 Radish Ln
Chattanooga, TN 37406-7744*



PRESRT-STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT #2245

Make your best deal on a new or pre-owned vehicle and then present this voucher to your participating dealer for additional savings.

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