It's ABC Dealership's

YEAR END CLEARANCE EVENT

Fall FESTIVAL Days

John Smith,

During our Fall Festival Year End Clearance Event we will be dropping prices all over the lot to make room for our new 2011 models. All remaining 2010 vehicles will be marked down **as much as $8,500 below M.S.R.P. along with rebates of up to $4,500**.

Plus...Get up to **$2,000 or 20% OVER N.A.D.A. Book Value for your trade.**
No matter what you owe!

Don't let this opportunity pass you by! Now is the best time to take advantage of new car savings and change your old vehicle for a NEW 2010 with little or no money out of pocket.

3 Days Only

Friday, Month 11th 10am-7pm
Saturday, Month 12th 10am-7pm
Sunday, Month 13th 11am-7pm

ABC Dealership

555 Main Street
City, ST 12345
555-555-5555

PLUS...John,

Play **BINGO BONANZA & WIN** up to **$5,000*** **CASH MONEY**

Bring the game piece to ABC Dealership to redeem your prize!

Scratch-Off

the enclosed Bingo game piece, Get Bingo in any direction

& YOU WIN!

Plus, Match the winning board posted in the showroom.

John, be sure to visit your own personal web page for an additional offer!

www.JohnSmith.buymyAuto.us SECURITY CODE: **2T9W**

ABC DEALERSHIP

555 WEST MAIN STREET • Anytown, USA 55555
555.555.5555

Valid Through: 00/00/20XX

THE AMOUNT OF UP TO: Two Thousand Dollars and 00/100...... $2,000.00

MAKE AVAILABLE TO:

**** 5-DIGIT SCH 33634 1/1 ****
John Smith
9427 Corporate Lake drive
Tampa, FL 33634

Manager Dave
AUTHORIZED SIGNATURE
10002ZZ01

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