

John... We've got Cool Savings at our



**WINTER  
WONDERLAND  
of SAVINGS**

at **ABC DEALERSHIP**

**3 DAYS ONLY!**

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



John, SCAN THIS CODE NOW to view our inventory!



Download the "ScanLife" app or any QR code scanner app to your smartphone and SCAN HERE NOW!

John, call Today at 555.555.5555 to schedule an appointment!

\*\*\*\*\* 5-DIGIT 99999 1/1 \*\*\*\*\*  
John Smith  
5360 East Annheimer Rd Apartment E  
West Palm Beach, FL 99999-9999



**VALUABLE OFFERS INSIDE,  
OPEN IMMEDIATELY,  
-TIMES IS RUNNING OUT!**

PRESRT-STD  
U.S. POSTAGE  
PAID  
TAMPA, FL  
PERMIT #22245

at **ABC DEALERSHIP**  
555 Main Street • City, ST 12345  
www.abcd dealership.com

**WINTER  
WONDERLAND  
of SAVINGS**

John Take advantage of our...

29104048405783

Expires 00/00/00  
Include sales tax and hazardous waste disposal. See Dealership for details.  
repair. Cannot exceed 20% discount of total parts and service bill. Does not  
coupons or in-store specials. Cannot be used for retail parts, tires or collision  
Coupon must be presented at time of write up. Cannot be combined with other

**\$100.00 OFF**

All Parts and Service

29104048405783

Expires 00/00/00  
Include sales tax and hazardous waste disposal. See Dealership for details.  
repair. Cannot exceed 20% discount of total parts and service bill. Does not  
coupons or in-store specials. Cannot be used for retail parts, tires or collision  
Coupon must be presented at time of write up. Cannot be combined with other

**\$50.00 OFF**

All Parts and Service

29104048405783

Expires 00/00/00  
Include sales tax and hazardous waste disposal. See Dealership for details. Expires 00/00/00  
and hazardous waste disposal. See Dealership for details. Expires 00/00/00  
combined with other coupons or in-store specials. Does not include sales tax  
may be higher. Coupon must be presented at time of write up. Cannot be  
Includes 5 qts. of oil; synthetic oils and diesels not included. Some models

**\$19.95**

Oil Change

John, What cures the Winter Blues? The Red-Hot Specials at ABC Dealership!

John...We've got Cool Savings at our



# WINTER WONDERLAND of SAVINGS

N.A.D.A.™

BUY BACK NOTIFICATION

at **ABC DEALERSHIP**



John,

As a preferred customer, you have been selected to attend ABC Dealership's Winter Wonderland of Savings Event. All 2011 models have been reduced by as much as \$X,XXX and we are prepared to offer you up to \$X,XXX over N.A.D.A.\*\* average Trade-In value. This private buy back offer is exclusively for you and will not be advertised to the general public.

**Stop in or call us at 888-888-8888 to schedule your 20 minute appraisal by Month 13th. No purchase is necessary. We will buy back your vehicle even if you choose not to buy one of ours.**

John, right now is the best time to take advantage of high trade-in values, tremendous new car savings. Exchange your <MODEL> for a 2011 or New 2012 vehicle with little or no money out of pocket and possibly a lower monthly payment. With so much to offer and so much to save, you can't afford to miss this sale!

John, Visit ABC Dealership during this event, take a test drive and

**YOU WILL RECEIVE a \$25 GIFT CARD!\***



## ABC DEALERSHIP

555 Main Street • City, ST 12345  
www.abcdealership.com

### 555.555.5555

## 3 DAYS ONLY

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

John, we have created a special website for you to CONFIRM YOUR VEHICLE'S VALUE. Visit:

[www.JohnSmith.buymyAuto.us](http://www.JohnSmith.buymyAuto.us)

SECURITY CODE: 2T9W

\*Limited time offer. Subject to availability. \*\*Based on NADA Appraisal Guides. Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loan is subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. © Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved". See dealership for details.



REDEEMABLE ONLY AT:

**ABC DEALERSHIP**

555 Main Street • City, ST 12345 • 555.555.5555

### FORD BUY BACK VOUCHER

MAKE AVAILABLE TO:

*Variable Full Name*

THE AMOUNT OF UP TO:

Four Thousand Dollars and 00/100....

up to \$4,000.00

MEMO:

Expires XX/XX/XX

*Manager Dave*

ENDORSE HERE

NOT A CHECK - NON-NEGOTIABLE

291048405783

