

VARIABLE FIRST, DON'T MISS  
OUR PRESIDENTIAL

DOLLAR



EVENT

Variable First,

All month long ABC Dealership is celebrating Presidents' Day by Blowing Out all remaining 2011 vehicles for as much as \$8,000 BELOW M.S.R.P. and all 2012 vehicles for as much as \$3,000 below M.S.R.P. As a special incentive;

**You can get into a 2011 or 2012 vehicle with a Down Payment of ONLY \$1.00.**

**PLUS... bring us your old vehicle and we will give you as much as 120% OVER N.A.D.A. Book value for your trade.**

**ALL YOU NEED IS \$1 DOWN**

WHERE

WHEN

**ABC DEALERSHIP**

**FEBRUARY 00-00**

1234 Anystreet  
City, ST, 56789  
P: (888) 888-8888 F: (888) 888-8888  
www.abcdealership.com

Mon- Fri: 8am - 7pm  
Saturday: 8am - 7pm  
Sunday: noon - 5pm



VARIABLE FIRST,

BRING THIS NOTIFICATION IN, TAKE A TEST DRIVE &

YOU ARE GUARANTEED TO RECEIVE UP TO

**\$500 CASH**

Variable First, visit your own personal web page for an exclusive service offer!

**[www.VariableName.buymyAuto.us](http://www.VariableName.buymyAuto.us)**

SECURITY CODE: **2T9W**

Cash prize will be awarded in the form of cash or Visa® pre-paid gift card, subject to availability. Visa pre-paid cards can be used wherever Visa debit cards are accepted. This notification must be presented to claim any prize. Limit one per household. Adjustment in lieu of est. value, all manufacture rebates & dealer incentives. All rebates and discount selections must be presented at time of write-up. Offer expires XXXX/20XX.

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**ABC DEALERSHIP**

1234 Anystreet • City, St. 56789 • 1-888-888-8888

Offer valid until Month ooth, 20xx

**SCAN BARCODE HERE**

291048405783



The Sum of:

**FIVE THOUSAND DOLLARS -----00/100**

**\$5,000.00**

Special Savings To:

Endorsement  
Variable Name  
Address  
City, ST Zip  
Barcode

AUTHORIZED SIGNATURE  
NOT A CHECK - NON NEGOTIABLE