

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,  
WITH EVERY VEHICLE TEST DRIVE  
YOU WILL RECEIVE



**FREE**

**DINNER ON US!**

Test drive any new 2012 vehicle during February and you will receive a \$25 gift certificate to your choice of participating restaurants.

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**

Limit one dinner certificate per household. While supplies last. 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.

**ABC DEALERSHIP**

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

Offer valid until Month 00th, 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