



N.A.D.A.™ BUY BACK NOTIFICATION

ABC Ford Dealership
555 Standard Ave
Anytown, St 55555

JOHN, NOW IS THE BEST TIME TO BUY A BRAND NEW FORD!



Event Dates: April 23rd thru April 25th, 2010

John,

The used car market is at an all time high and due to the severe shortage nationwide, we are finding it nearly impossible to purchase high valued pre-owned vehicles. We must restock our pre-owner inventory now! Your may be on our list of vehicles currently in demand.

This is a private buy back event and will not be offered to the general public.

John, no purchase is necessary! However, if you need to replace your vehicle, there has never been a better time to upgrade! In fact, with higher incentives, lower interest rates and generous discounts you may be able to upgrade into a new 2010 with payments equal to or less than what your currently pay.

Please be sure to visit our specially created web site for you and receive a free gift. www.JohnSmith.buymyford.us Use security code **2t9w**.

Sincerely,

Manager Bob

General Manager
ABC Dealership



2010 Ford Taurus

3 DAYS ONLY!

**ABC DEALERSHIP
IS OFFERING YOU
CASH OVER
N.A.D.A. FOR YOUR
VEHICLE**

YEAR MAKE MODEL

up to

\$5,000

WE'LL BUY YOUR VEHICLE

1-555-555-5555

Receive a Gift when you visit: www.JohnSmith.buymyFord.us

*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. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. © Copyright © 2010 American Marketing & Mailing Services, Inc. All Rights Reserved

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555 Standard Ave
Anytown, St 55555

Buy Back Voucher

**FREE OIL
CHANGES**
FOR THE LIFE OF ANY VEHICLE!*

Security Code: **2T9W**
Valid until: 4/30/10

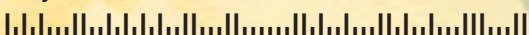


Make available the amount of up to:

up to
\$5,000

VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

John Smith
1234 Main Street Dr.
Anytown, ST 56789



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