

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



Event Dates: Month 00rd through Month 00th, 20XX

John,

ABC Dealership is contacting customers who own **YEAR MAKE2 MODELS**. Due to a severe shortage in pre-owned vehicles nationwide that has made it nearly impossible for ABC Dealership to purchase high demand vehicles.

It makes good business sense for us to purchase vehicles from individuals who live locally.

After checking our appraisal guidelines in **Black Book**[®], your vehicle's regional market value is between **\$XX,XXX** & **\$XX,XXX**. However, based on our need, we feel that your vehicle may be worth more!

There is no purchase necessary, we must restock our inventory now, however, if you need to replace your vehicle, there has never been a better time to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts you may be able to upgrade into a new 2010 with payments equal to or less than your current payment.

John, we have created a special web site for you to go to and confirm your vehicle value www.JohnSmith.buymyhonda.us use security code **2t9w** and also receive your free gift.

Sincerely,

Manager Bob

General Manager
ABC Dealership



2011 Honda Civic

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

**THE REGIONAL
MARKET VALUE
STATED BY THE
BLACK BOOK FOR
YOUR**

YEAR MAKE MODEL IS VALUED BETWEEN

\$XX,XXX
and
\$XX,XXX

*Estimated Black Book[®] regional market value is based off of rough & clean vehicle condition. 00/00/2010

1-555-555-5555

*Vehicle trade-in amount based on rough to clean Black Book[®] Value. Deductions will occur for excess wear/tear, mileage and reconditioning. A certified inspection and appraisal are required by dealer to determine actual amount. *Copyright © 2011 Hearst Business Media Corp. ALL RIGHTS RESERVED. *Black Book[®] is a registered trademark of Hearst Business Media Corporation. REPRODUCTION OF THE TRADE NAME AND OR CONTENTS OF THE DATA IN WHOLE OR IN PART, IN ANY FORM BY ELECTRONIC OR MECHANICAL MEANS INCLUDING INFORMATION STORAGE AND RETRIEVAL SYSTEMS IS STRICTLY PROHIBITED. THE DATA IS PROVIDED "AS IS" AND NATIONAL AUTO RESEARCH MAKES NO OTHER WARRANTY, EXPRESS OR IMPLIED AS TO THE ACCURACY OF THE DATA, THAT THE DATA IS FREE FROM ERRORS AND OMISSIONS, AND THE MERCHANTABILITY AND FITNESS OF THE DATA FOR A PARTICULAR PURPOSE OR USE. *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved *

ABC Honda Dealership
555 Standard Ave
Anytown, St 55555

Buy Back Voucher

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

Security Code: **2T9W**
Valid until: 00/00/20XX

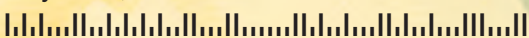


Make available the amount of up to:

\$XX,XXX

VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

John Smith
1234 Main Street Dr.
Anytown, ST 56789



291048405785

