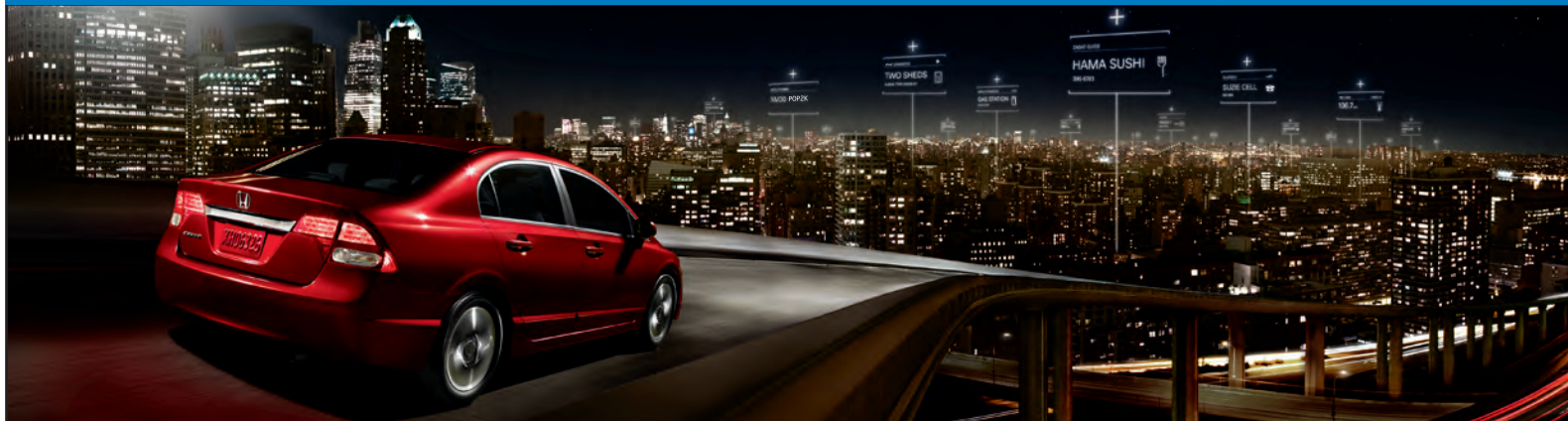


JOHN, NOW IS THE BEST TIME TO BUY A BRAND NEW HONDA!



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

John,

ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the **YEAR MAKE2 MODELS**. Due to the appeal of these quality pre-owned vehicles nationwide, it has been nearly impossible for dealerships like ourselves to replenish our pre-owned vehicle inventory.

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

Based on our need, we feel that your vehicle is worth more than the Kelley Blue Book® Trade-In value!

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 receive a free gift

www.JohnSmith.buymyHonda.us use security code **2t9w**.

Sincerely,

Manager Bob

General Manager
ABC Dealership



2011 Honda Civic

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



Kelley Blue Book
THE TRUSTED RESOURCE

**THE KELLEY BLUE BOOK®
TRADE-IN VALUE FOR
YOUR
YEAR MAKE MODEL
IS VALUED BETWEEN**

\$XX,XXX
and
\$XX,XXX

Estimated Kelley Blue Book® Trade-In Value is based on fair & excellent condition 00/00/20XX.

1-555-555-5555

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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

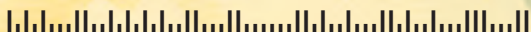


Make available the amount of up to:

\$XX,XXX

VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

John Smith
1234 Main Street Dr.
Anytown, ST 56789



291048405785

