



moving forward ▶

Black Book®
BUY BACK NOTIFICATION

ABC Toyota Dealership
555 Standard Ave
Anytown, St 55555

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



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

John,

ABC Dealership is contacting valued 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 our valued customers who live locally.

After checking our appraisal guidelines in **Black Book**, your vehicle in average condition, is worth **\$XX,XXX**. However, based on our need, we feel that your vehicle is 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.buymyauto.us use security code **2t9w** and also receive your free gift.

Sincerely,

Manager Bob

General Manager
ABC Dealership



2010 Toyota Rav4

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

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

YEAR MAKE MODEL IS

\$XX,XXX

*Estimated Black Book® market value is based off of average vehicle condition. 00/00/2010

WE'LL BUY YOUR VEHICLE

1-555-555-5555

ABC Toyota Dealership
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

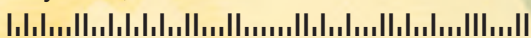
TOYOTA | moving forward ▶

Make available the amount of up to:

\$XX,XXX

VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

John Smith
1234 Main Street Dr.
Anytown, ST 56789



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