



Cadillac

**BUY BACK NOTIFICATION**

ABC Cadillac Dealership  
555 Standard Ave  
Anytown, St 55555

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



Cadillac

**Event Dates: Month 00st - 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 our valued customers 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.buymycadillac.us](http://www.JohnSmith.buymycadillac.us) use security code **2t9w**.

Sincerely,


*Manager Bob*

General Manager  
ABC Dealership



2011 Cadillac Escalade

Receive a Gift when you visit: [www.JohnSmith.buymyCadillac.us](http://www.JohnSmith.buymyCadillac.us)



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

**\$XX,XXX**

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

**WE'LL BUY YOUR VEHICLE**

**1-555-555-5555**

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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: 00/00/20XX



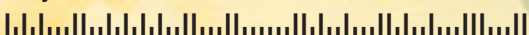
Cadillac

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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