



Peace Of Mind With EVERY NEW TOYOTA!



POWERED BY:

Black Book[®]

**** 5-DIGIT 33917 2/1 ****

Joseph Edward Kisser - Pilewsky
9630 Bayshore Rd
North Fort Myers, FL 33917-3720



TOYOTA CARE

- Covers Normal Factory Scheduled Service
- Plan is 2yrs or 25k miles (Whichever comes first)
See sales rep for details.

Dear Joseph,

We would like you to be a part of the ABC Dealership family, therefore you are receiving this letter because you may own a 2006 Chrysler Town & Country Lwb. We've recently seen an unusually high demand for quality pre-owned vehicles. At ABC Dealership we are always looking for quality trades from the local area and a 2006 Chrysler Town & Country Lwb could be worth **\$8,900.00**.

We are looking to purchase ANY and ALL price range vehicles, however we need 2006 Chrysler Town & Country Lwb per increased customer request.

On <MAIL DATE> we checked the Black Book[®] Appraisal Guide and it stated a 2006 Chrysler Town & Country Lwb, in clean condition, could be worth **\$8,900.00**. However, we feel that your vehicle could be worth even more and our actual offer could differ, up or down, due to mileage, condition of car, and reconditioning.

Even if you decide not to purchase a vehicle from ABC Dealership during this event, we still want to make you an aggressive offer for your vehicle.

This is a no purchase necessary offer; however incentives are bigger and interest rates are smaller. We are offering rock bottom deals on every new vehicle in stock. Prices are falling everywhere, especially at ABC Dealership.

We are confident that with your best trade in offer combined with gigantic manufacturer incentives, you will save on your next vehicle purchase with possibly the same or even lower monthly payment than you are paying now!

For example, you can drive away in a **2011 Toyota Corolla LE** with air, automatic transmission, power windows and power steering for as low as

\$18,050!!!



Please call us at 555-555-5555 to reserve your vehicle appraisal appointment or just stop in. Hurry in! Now thru Month XXth!

Sincerely,

General Manager Name

General Manager Name
General Manager
ABC Dealership

ABC DEALERSHIP

1234 ANY STREET
ANYTOWN, ST 98765
555.555.5555

MON - FRI: 9AM - 9PM

SAT: 9AM - 7PM • SUN: 12PM - 6PM

Confirm your trade-in offer by visiting your personal website:

Use Security Code: XXXX1

www.JosephKisserPilewsky.buymyAuto.us

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