

<MAKE>  
LOGO

ABC Dealership | 1234 W. Main Street | Anytown, USA 56789 | 555-555-5555 | www.abcd dealership.com

MAIL DATE 1

Dear FIRST,



The vehicle you are currently driving may actually be worth more today than it was this same time last year.

Pre-owned vehicle values continue to exceed expectations. The high demand for quality, pre-owned vehicles have driven values up by as much as 20%. Inventory at auction houses across the U.S. remain scarce. Simply put, I need your YEAR MAKE2 MODEL desperately.

We have had numerous requests for the MODEL, but we are having difficulty acquiring them. We have allocated special funding to help immediately restock our pre-owned vehicle inventory. I am prepared to offer you up to \$5,000 OVER Black Book® average value for your trade.

**FIRST, WE NEED YOUR YEAR MAKE2 MODEL:**

- I will buy your vehicle even if you still owe money on your current lease or loan.
- I will buy your vehicle whether you purchase a new vehicle from us or not.
- I will buy your vehicle for up to **\$5,000 OVER Black Book® Value.**

Call 555-555-5555 today and schedule your appraisal appointment. The appraisal process only takes about 20 minutes.

Schedule your vehicle appraisal by XX/XX/XX and we will pay for your gas. You will receive a FREE \$10 Gas Card\*\* just for giving us the opportunity to appraise your vehicle. Make sure to bring this letter with you to ABC Dealership when you visit.

Sincerely,

Manager Bob

General Sales Manager



Christopher,  
Black Book® lists the  
average value of your  
20X5 Var. Make5 Var. Model5 as  
\$3,660.00  
I think it's worth more!

I need your vehicle and I  
am prepared to make you  
a very aggressive offer.  
I'll even pay for your gas.  
Please Call Me!!!  
555-555-5555  
General Manager