

BUY BACK NOTIFICATION

POWERED BY:



**JOHN SMITH,
YOUR YEAR MAKE MODEL IS
WORTH \$XX,XXX!***

1. Buy Back Vehicle Year XXXX	2. Eligible Vehicle Years NEW 2010, 2011
3. Vehicle Make XXXXXX	4. New Vehicle Make
5. Vehicle Model XXXXXX	6. New Vehicle Model
7. Est. Original M.S.R.P. \$XX,XXX*	8. Estimated Interest Rate 0.00%*
9. Estimation Date XX/XX/20XX	
Est. Black Book® Value \$XX,XXX*	

ABC Dealership is contacting valued customers who own VARIABLE YEAR MAKE and 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,

General Manager

(888) 555-5555

ABC DEALERSHIP

www.JohnSmith.buymyauto.us

Security Code: 2t9w

ONE DAY ONLY Month 00th, Saturday 11:00 a.m. to 8:00 p.m.
ABC DEALERSHIP • 555 Any Street • City, US 55555 • (888) 555-5555

*Estimated Black Book® market value is based off of average vehicle condition. Estimates are based on 10,000 miles per year driving average. Vehicle condition, mileage & equipment could affect vehicle value. "Copyright © 2011 Hearst Business Media Corp. ALL RIGHTS RESERVED." "Black Book® is a registered trademark of Hearst Business Media Corporation. REPRODUCTION OF THE TRADE NAME AND OR CONTENTS OF THE DATA IN WHOLE OR IN PART, IN ANY FORM BY ELECTRONIC OR MECHANICAL MEANS INCLUDING INFORMATION STORAGE AND RETRIEVAL SYSTEMS IS STRICTLY PROHIBITED. THE DATA IS PROVIDED "AS IS" AND NATIONAL AUTO RESEARCH MAKES NO OTHER WARRANTY, EXPRESS OR IMPLIED AS TO THE ACCURACY OF THE DATA, THAT THE DATA IS FREE FROM ERRORS AND OMISSIONS, AND THE MERCHANTABILITY AND FITNESS OF THE DATA FOR A PARTICULAR PURPOSE OR USE." "Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved "

United We Stand

Valid Thru 00/00/20XX

The Amount of up to: **Five Thousand Dollars.....00/100 cents** **\$5,000.00**

To the Endorsement
 Order of: Name
 Address
 City, ST Zip
 Barcode

Manager Name

NOT A CHECK - NON-NEGOTIABLE

PRESENT THIS PORTION TO THE PARTICIPATING DEALER PRIOR TO OFFER EXPIRATION