

AUTOMOTIVE

BUY BACK NOTIFICATION

John Smith,
the Kelley Blue Book®
Trade-In Value for your
vehicle is:

| | | |
|------|------|-------|
| YEAR | MAKE | MODEL |
|------|------|-------|

\$14,768.00

3 DAYS ONLY!

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

John,
ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the **Year Make 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 2011 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.buymyAuto.us use security code 2t9w.

Sincerely,

Manager Bob

General Manager

www.JohnSmith.buymyHyundai.us

Security Code: **2t9w**



Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to **\$5,000 over Kelley Blue Book® value** for your Hyundai Sonata!*



MONTH 00TH, MONTH 00TH & MONTH 00TH

ABC DEALERSHIP • 1234 Main St. • City, ST 56789 • 1-888-888-8866

© YYYY Kelley Blue Book Co., Inc. (MM-MM, YYYY Edition). All Rights Reserved. The specific information required to determine the value for this particular vehicle was supplied by the dealer (or by a third party on behalf of the dealer) generating this promotion. Vehicle valuations are approximations and may vary from vehicle to vehicle. This promotion is intended for the individual use of the dealer and may not be sold or transmitted to another party. Kelley Blue Book® assumes no responsibility for errors or omissions. Deductions may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loans are subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved

United We Stand

VEHICLE BUY BACK

Valid Thru 00/00/20XX

Pay at Least

\$14,768

dollars and 00/100

To the Endorsement
Order of: John Smith
9427 Corporate lake Dr.
Tampa, FL 33634
Barcode

Manager Bob

NOT A CHECK - NON-NEGOTIABLE

PRESENT THIS PORTION TO THE PARTICIPATING DEALER PRIOR TO OFFER EXPIRATION

All Rights Reserved Copyright 2011 © American Marketing & Mailing Services, Inc.