John, SAVE up to $5,000 OFF M.S.R.P on ALL IN-STOCK VEHICLES!

INFINITI

Powered by Black Book®

John,

As a preferred customer of ABC Dealership, it is our pleasure to offer you a unique opportunity. We want to buy your YEAR MAKE MODEL and we are prepared to offer you an additional amount of up to $3,500 over the regional market value stated by BLACK BOOK®. You could receive as much as $XX,XXX!

The actual market value can only be determine by the mileage and condition listed in the Black Book®, the official industry trade-in guideline.

Simply stop by or call us at 555-555-5555 to have your vehicle appraised by 00-00-0000. There is no purchase necessary. We will buy back your vehicle even if you choose not to buy ours!

John, this special offer along with FACTORY INCENTIVES & low APR FINANCING may allow you to upgrade into a quality <Dealer Make> with a payment that is equal to or less than what you currently pay.
(This offer expires on 00-00-0000 at 00pm)

THIS WEEKEND ONLY! UPGRADE NOW!

ABC DEALERSHIP

123 Anystreet • Anytown, State 33333 | 1-888-555-5555
www.abcdealership.com

John,
SCAN THIS CODE NOW
to view our inventory!

Use any free QR code scanner smartphone app to scan.

4 Days Only!

Day, Month 00XX	**9am - 6pm**
Day, Month 00XX	**9am - 6pm**
Day, Month 00XX	**9am - 6pm**
Day, Month 00XX	**9am - 6pm**

John, DON'T HAVE A SMARTPHONE? Go and visit your personal webpage:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

John, the regional market value stated by BLACK BOOK® for your

2008 Infiniti G37 Sedan

is

$XX,XXX*

John...
Receive a FREE iPad2

with every New vehicle purchase!

iPad2™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi ($499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion. *Copyright © 2011 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book® is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (average) Trade-in value and subject to adjustment for mileage and condition. Status may vary from the time data was compiled. Loan is 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. 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 " See dealership for details.

INFINITI

ABC Dealership
123 Anystreet • Anytown, State 33333
1-888-555-5555 • www.abcdealership.com

Infiniti Buy Back Voucher

For Your YEAR MAKE MODEL

up to $XX,XXX

The amount:

Memo: Expires 00/00/XX

Make available to:

**** 5-DIGIT 99999 1/1 *****
John Smith
5360 East Annaheimer Rd Apartment E
West Palm Beach, FL 99999-9999

Manager Dave
General Manager

NOT A CHECK - NON-NEGOTIABLE

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