

John Smith,  
You are **GUARANTEED** to receive  
one of these **4 PRIZES!**



**ABC DEALERSHIP** • 123 Anystreet • Anytown, State 33333 | [www.abcdealership.com](http://www.abcdealership.com)

Look inside to find out how you can claim yours!

Private buy back offer powered by Black Book® inside!

**ABC DEALERSHIP** • 123 Anystreet • Anytown, State 33333 | [www.abcdealership.com](http://www.abcdealership.com)



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

**4 Days Only!**  
Month 00 - Month 00



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

291048405783

Includes sales tax and hazard waste disposal. See ABC Dealership for details.  
repair. Cannot exceed 20% discount of total parts and service bill. Does not  
coupons or in-store specials. Cannot be used for retail parts, tires or collision  
Coupons must be presented at time of write up. Cannot be combined with other

**\$100 OFF**

**All Parts & Service**

Exp. XX/XX/XX

291048405783

includes 5 qts. of oil, synthetic oils and diesels not included. Some models  
may be higher. Coupon must be presented at time of write up. Cannot be  
combined with other coupons or in-store specials. Does not include sales tax  
and hazard waste disposal. See ABC Dealership for details.

Coupons or in-store specials. Does not include sales tax and hazard waste  
Coupons must be presented at time of write up. Cannot be combined with other

**\$50 OFF**

**All Parts & Service**

Exp. XX/XX/XX

291048405783

includes 5 qts. of oil, synthetic oils and diesels not included. Some models  
may be higher. Coupon must be presented at time of write up. Cannot be  
combined with other coupons or in-store specials. Does not include sales tax  
and hazard waste disposal. See ABC Dealership for details.

Coupons or in-store specials. Does not include sales tax and hazard waste  
Coupons must be presented at time of write up. Cannot be combined with other

**\$19.95**

**Oil Change**

Exp. XX/XX/XX

Don't Let the Summer Heat Take Away Your Vehicle's Performance and Cost You Money.

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



Powered by



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!**

<b>Day, Month 00XX</b>	<b>9am - 6pm</b>
<b>Day, Month 00XX</b>	<b>9am - 6pm</b>
<b>Day, Month 00XX</b>	<b>9am - 6pm</b>
<b>Day, Month 00XX</b>	<b>9am - 6pm</b>

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\***

You are GUARANTEED to receive one of these prizes when you match your lucky number with our's in the showroom.

PRIZE I



PRIZE II



PRIZE III



PRIZE IV



**Lucky # 0123456**

PRIZE ODDS PRIZE I 1:XXXX, PRIZE, PRIZE II 1:XXXX, PRIZE III 1:XXXX, PRIZE IV XXXX:XXXX, \*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.

John Smith  
5360 East Annaheimer Rd Apartment E  
West Palm Beach, FL 99999-9999

## Infiniti Buy Back Voucher

Memo: Expires 00/00/XX

ABC DEALERSHIP

Make available to: \_\_\_\_\_

For Your YEAR MAKE MODEL

up to \$XX,XXX

The amount: \_\_\_\_\_

Memo: \_\_\_\_\_

Endorse Here

291048405783



NOT A CHECK - NON-NEGOTIABLE