



BUY-BACK PROGRAM

ABC DEALERSHIP

THE REGIONAL MARKET VALUE STATED BY THE BLACK BOOK® FOR YOUR VEHICLE IS:

Powered by:

Black Book®

YEAR
XXXX

MAKE / MODEL
XXXX / XXXXX

\$XXX,XXX

Estimated Black Book® market value is based off of average vehicle condition.

Offer for the trade of your <Year Make Model>

up to

\$XXX,XXX

*That is over **\$5,000 more** than the estimated value today and it could even be worth more if your vehicle is in "excellent" condition!*

Dear John Smith,

Recently over 690,000 pre-owned vehicles were taken off the road and destroyed. This has caused a severe shortage in pre-owned vehicles nationwide and has made it nearly impossible for ABC Dealership to purchase high demand vehicles.

We must restock our pre-owned inventory right now!

Your <Year Make Model> is on our list of high demand vehicles.

Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to **\$5,000** over Black Book® value for your <Year Make Model>!* NADA & Kelley Blue Books cannot keep up with the daily rise of used car values.

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

John, ABC Dealership is blowing out all the remaining 2010 vehicles. All in-stock 2010's will be marked down as much as \$5,000 below M.S.R.P!* Brand new 2011 vehicles will be marked down by as much as \$3,000 and up to \$3,000 cash back on select vehicles!

In order to take advantage of this unprecedented offer, you must bring this invitation to ABC Dealership by Month 31st. You may also call (888) 888-8888 to schedule a convenient appointment today!

Where

When

ABC Dealership

555 West Main Street

Anytown, ST 55555

888.888.8888

Four Days Only!

Tuesday thru Friday

Month 15th - 18th, 2010

***We have the
Lowest Pricing
Guaranteed!***

Confirm your trade-in offer by visiting your personal website: www.JohnSmith.buymyauto.us

Use Security Code: **2T9W**

*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 © 2010 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."
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United We Stand

Valid Thru XX/XX/20XX

The Amount
of up to:

Five Thousand Dollars.....00/100 cents

\$5,000.00

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

Manager Name

NOT A CHECK - NON-NEGOTIABLE

PRESENT THIS PORTION TO THE PARTICIPATING DEALER PRIOR TO OFFER EXPIRATION

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