



BUY-BACK PROGRAM

ABC DEALERSHIP

THE KELLEY BLUE BOOK® TRADE-IN VALUE FOR YOUR VEHICLE IS:



Kelley Blue Book
THE TRUSTED RESOURCE

YEAR MAKE / MODEL
XXXX XXXX / XXXX

\$XX,XXX

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

Offer for the trade of your <Year Make Model>

up to
\$XX,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 Variable Name,

ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Variable 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.

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 Kelley Blue Book® Value for your <Year Make Model>!*

The Trade-In Value of your vehicle is determined by the mileage and condition.

Variable First, 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 00st. You may also call (888) 888-8888 to schedule a convenient appointment today!

Where

ABC Dealership
555 West Main Street
Anytown, ST 55555
888.888.8888

When

Four Days Only!
Monday through Sunday
Month 00th - 00th, 20XX

*We have the
Lowest Pricing
Guaranteed!*

Go and get your free gift at: www.PurIName.buymyauto.us

Use Security Code: **2T9W**

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United We Stand

Valid Thru 00/00/20XX

The Amount
of up to:

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

\$5,000.00

To the
Order of: Endorsement
Variable 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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