

Logo 1

Logo 2

ABC Dealership Name

1234 Main Street • City, ST 56789

Dealership Slogan

### Variable Name, You're Qualified!

Offer Expires: XX/XX/XX

Dealership: (555) 555-5555

Toll Free: (555) 555-5555

Fax: (555) 555-5454

Web: [www.abcdealership.com](http://www.abcdealership.com)

Mon-Fri: 8am-6pm Sat: 9am-6pm

\*\*\*\* 5-DIGIT 33917 2/1 \*\*\*\*

Variable Name

9427 Corporate Lake Drive

Tampa, FL 33634



Month 12<sup>th</sup>, 20XX

Dear Variable First,

Abc Dealership has been designated as a test site to conduct a special vehicle buyback event. Your current status qualifies you to attend this PRIVATE VEHICLE BUYBACK EVENT. I want to buy back your <Year Make Model> at or above market prices. You can receive up to \$4,000 over Blue Book Trade-In Value!\*



I would like to exchange your <Year Make Model> for any new <Model> or quality pre-owned vehicle in-stock. With trade-in values at an all time high, I feel confident that you can make this exchange with little or no out of pocket expense.



Please stop by or call me at (555) 555-5555 to schedule a convenient appointment and allow me the opportunity to make you an offer for your current vehicle. A visual inspection is required to assess its value.

This is a private event and will not be advertised to the general public. This is your only notification.



Sincerely,

Variable Sales Name

Variable Sales Name

Get your special gift at:

[www.PurlName.BuyMyAuto.us](http://www.PurlName.BuyMyAuto.us)

Enter Security Code: 2t9w

*variable first,  
here is my card. call me to schedule an  
appointment and i will give you \$500  
OFF\* your vehicle purchase!  
i look forward to your call.  
variable sales first*

Variable Sales Name

Logo 2

Sales Manager

Logo 1

*\$500 OFF\**

ABC Dealership Name  
1234 Main Street • City, ST 56789

Dealership: (555) 555-5555

Direct: (555) 555-5454

E-mail: [v.sales.name@abcdealership.com](mailto:v.sales.name@abcdealership.com)

Mon-Fri: 8am-6pm Sat: 9am-6pm