



Logo 1

Logo 2

ABC Dealership Name

1234 Main Street • City, ST 56789

Dealership Slogan

## Variable Name, Your 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



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 may qualify you to attend this PRIVATE VEHICLE BUYBACK EVENT. We are in need of quality pre-owned vehicles. If you are currently driving any of these vehicles, (MAKE MODEL 1, MAKE MODEL 2, MAKE MODEL 3) I want to buy it from you at or above market prices. You can receive up to \$4,000 over Blue Book Trade-In Value!\*

I would like to exchange your vehicle 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,

*General Manager Name*

General Manager Name

Get your special gift at:

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

Enter Security Code: 2t9w

*Variable First,*

*call me to schedule an appointment and I will give you \$500 OFF\**

*your vehicle purchase! I look forward to your call.*

*General Manager First*