

ABC Dealership



The regional market value stated by the Black Book® for your vehicle is:

Powered by



YEAR MAKE / MODEL
20X1 Var. Veh. Make1 / Var. Veh. Model1

\$6,180.00

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

Dear Var First1 Var Last1,

We continue to have requests for this vehicle and we are trying to acquire it for our customers. Due to the appeal of these vehicles nationwide, it has been difficult to purchase them.

Black Book®, states the regional market value of your <Year Make Model> is \$XX,XXX*. However, based on our need, we feel that this vehicle could be worth more. There is no purchase necessary. With our quick and easy appraisal process you'll get an offer for your car good for 7 days, guaranteed.

If you need to replace your vehicle, new incentives, lower interest rates and aggressive discounts, may allow you to upgrade into a brand new 2011 with payments that may be equal to or less than your current payment.

PLUS...Test drive a new Chrysler, Jeep, Dodge or Ram before XX/XX/XX and receive a Free \$25 VISA® Gift Card**. Call 888-888-8888 Now or Stop in Today.

Lease a **2011 CHRYSLER 300** for **\$339** per month for **39 MONTHS.**
Total due at signing: \$2,999. No security deposit required.*

Offer for the trade of your

<Year Make Model> is

Up to

\$7,180.00*

That is over \$1,000 more than the estimated value today and it could even be worth more if your vehicle is in "excellent" condition!

Var First1, Test Drive a New 2011 Chrysler or Jeep before XX/XX/XX &



Receive a \$25 VISA® Gift Card

** Gift card subject to availability. See dealer for details.

John, Confirm Your Vehicle Value! Visit:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

ABC Dealership

12345 Address ST.

City, ST 55555

(888) 888-8888

www.ABCDealership.com

MONTH XX - MONTH XX, 2011!

Monday - Saturday
9am - 8pm

Sunday, 12pm - 5pm

SCAN HERE NOW

to view our inventory!

Use any free QR code scanner smartphone app to scan.



*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 © 2011 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. *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved *

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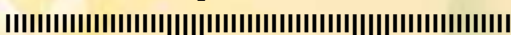
Valid Thru X/XX/XXXX

The Amount of up to:

One Thousand Dollars.....00/100 cents

\$1,000.00

To the Order of: **** 5-DIGIT 99999 1/1 ****
Variable Fullname1
Variable Address1
Variable City1, XX 12345-1234



Don Barrett

NOT A CHECK - NON-NEGOTIABLE

CANNOT BE USED WITH ANY OTHER OFFERS.
ALL OFFERS ARE MUTUALLY EXCLUSIVE. SEE DEALER FOR COMPLETE DETAILS.

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