

<FIRST>, IF YOU OWN A...

<Year> <Make> <Model>

or something similar

CONSIDER IT SOLD!

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT #2245



VARIABLE FIRST...

BLACK BOOK® says this vehicle is worth

\$<BB Value>!*

We Need Quality Pre-owned Vehicles,
and We are Prepared to Offer You

EVEN MORE!



**** 5-DIGIT 99999 1/1 ****

Variable Fullname1

Variable Address1

Variable City1, XX 12345-1234



SELL US YOUR VEHICLE FOR TOP DOLLAR – TODAY!!!

CALL ABC DEALERSHIP

555-555-5555

555 West Main Street - Anytown, USA 55555

eVOX IMAGES

THE OFFER INSIDE IS EVEN **BIGGER**

555.555.5555
we'll offer more

CALL:

<model>

MODEL:

<make>

MAKE:

<year>

YEAR:

\$<BB Value>
AVERAGE BLACKBOOK® VALUE*

OTOS

VARIABLE FIRST, CONSIDER IT

Endorsement Line

ABC Dealership needs your vehicle!

CONSIDER IT



John,
ABC Dealership is in desperate need of high demand vehicles like a <Year Make Model> or something similar. If you are ready to get rid of your old vehicle, CONSIDER IT SOLD! Values are high and inventories are low. We are reaching out to our local community in order to buy back these vehicles immediately.

- <Year Make Model> -

HIGH DEMAND VEHICLE

The Black Book® appraisal Guide states this vehicle, in average condition, is worth <\$XX,XXX>. We have had several requests for this type of vehicle and we are prepared to make an aggressive offer of up to <\$XX,XXX*> for this trade.

<FIRST>, WE WILL BUY YOUR VEHICLE TODAY:

- We'll buy your vehicle **regardless of what you owe**
- We'll buy your vehicle **even if you don't purchase a vehicle from us**
- We'll buy your trade for up to **\$4,000 OVER Black Book® Average Value**

PLUS...if you need to replace your old vehicle, available **Factory Rebates, Low Interest Rates, Aggressive Discounts and the Bonus Buyback Offer**, could allow you to upgrade into a **BRAND NEW <Make>** with a payment that may be **equal to or less than what you currently pay.**

The actual market value of your vehicle can only be determined by the mileage and condition listed in Black Book®, the official industry trade-in guideline. A vehicle appraisal is necessary and can be completed in 20 minutes or less with appointment.

Buyback Event

Powered by:
Black Book®
The regional market value stated by BLACK BOOK® for a YEAR MAKE MODEL is **\$<BB Value>**

*Estimated Black Book® market value is based off of average vehicle condition. 00/00/20XX
We are prepared to make you an aggressive offer of up to...
\$<BB Val +>

SCAN HERE NOW

to view our inventory!
Use any free QR code scanner smartphone app to scan.



CALL NOW & SELL IT TODAY.

Schedule a Convenient Appointment or Simply Stop by with Your Vehicle.

ABC DEALERSHIP

12345 Variable Street
City, ST Zip

555-555-5555

www.DealerWebAddress.com

CHRISTOPHER,

YOU ARE A GUARANTEED CASH PRIZE WINNER!

I. \$5,000 CASH

II. \$500 CASH III. \$5.00 CASH

IV. \$50.00 CASH V. \$250.00 CASH

MATCH THIS NUMBER

012345

TO CLAIM YOUR PRIZE

You must bring this invitation to ABC Dealership on or before XX/XX/XX to Qualify for this Offer and Collect Your Cash Prize.

John, **Confirm Your Vehicle Value Today**, visit:

▶ www.JohnSmith.buymyauto.us ENTER SECURITY CODE: 2T9W

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Redeemable only at

ABC DEALERSHIP
123 Any Street • City, US 55555
(888) 888-8888 • Financial Accounting Department

Consider It Sold Buyback Event

Bonus Buyback Trade Assistance Voucher

00-19427
2012



up to

Offer Expires: 00/00/20XX

For: _____ <Year Make Model>

DOLLARS	CENTS
\$XX,XXX.XX*	

Issued to: _____ <Variable Name>

Remarks: DUE TO THE NATURE OF THIS OFFER
WE ARE PREPARED TO BUYBACK YOUR VEHICLE TODAY.

General Manager

General Manager

10595E09E01



⑈001 97 2 7 03 36 3 40 ⑈

NOT A CHECK - NON-NEGOTIABLE

A.M.M.S. No. 9427-33634