

<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...

We are prepared to offer you up to

\$5,000.00!*

We Need Quality Pre-owned Vehicles!

ACT NOW!



**** 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

EVVOX IMAGES

THE OFFER INSIDE IS EVEN BIGGER

Handwritten coupon details: Year: <years>, Make: <make>, Model: <model>, CALL: 555.555.5555, OVER N.A.D.A.: \$5,000.00*

SOLD

VARIABLE FIRST, CONSIDER IT

Coupon for \$100 OFF All Parts & Service. Includes barcode and terms.

Coupon for \$50 OFF All Parts & Service. Includes barcode and terms.

Coupon for \$19.95 Oil Change. Includes barcode and terms.

DON'T LET WEAR & TEAR TAKE AWAY YOUR VEHICLE'S PERFORMANCE AND COST YOU MONEY.

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 buyback these vehicles immediately.

- <Year Make Model> -

HIGH DEMAND VEHICLE

This is a private buyback event and will not be offered to the public We have had several requests for this type of vehicle and we are prepared to make an aggressive offer of up to **\$5,000.00*** 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 NADA Trade-In 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.**

BUYBACK

B R E A K D O W N

Manufacturer Rebates
up to **\$1,000**

Offer over N.A.D.A.
up to **\$4,000 +**

up to **\$5,000**

We'll buy your vehicle!

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

*Based on NADA Appraisal Guides. Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loan is subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. Credit Adjustment in lieu of est. value, all manufacturer rebates & dealer incentives. All rebates and discount selections must be presented at time of write-up. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. See dealership for details. Offer expires XX/XX/20XX.Odds of winning: Prize I - 1:XXXXX, Prize II-1:XXXXX, Prize III-XXXXX:XXXXX, Prize IV-1:XXXXX, Prize V-1:XXXXX. See dealership for details. ©2012 American Marketing & Mailing Services, Inc. All Rights Reserved

12-0011912

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



For: _____ <Year Make Model>

Issued to: _____ <Variable Name>

up to Offer Expires: 00/00/20XX

DOLLARS CENTS
\$XX,XXX.XX*

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

10595E09E01 "11 001 97 2 7 03 36 3 40 11"

NOT A CHECK - NON-NEGOTIABLE

AMMS No. 9427-33634