

Variable Name... We're Paying Off Your Credit Card!



Variable First Name,
ABC Dealership must sell all remaining 2010 vehicles in inventory. In order to sell as many vehicles as possible, we will be marking down our entire inventory of 2010 vehicles by as much as 30% below M.S.R.P.!

PAY OFF YOUR CREDIT CARD!

Purchase a brand new vehicle at thousands below M.S.R.P. prices and we'll also give you up to \$3,000* to pay off your outstanding credit card balance.* Make sure to bring in the most recent statement of the credit card you want to payoff.

TOP DOLLAR FOR YOUR TRADE!

Used vehicles are in high demand, you will receive top dollar for your trade-in when you upgrade your vehicle to a brand new <Make>. We're talking about as much as \$4000 over N.A.D.A. Book Value for your old vehicle.

Variable First, start 2011 in a brand new <Make> with a payment equal to or less than your currently paying for your current vehicle. And you could have a credit card with a ZERO balance!



VARIABLE FIRST RECEIVE A FREE iPad!

VARIABLE FIRST NAME...

As a recipient of this invitation, you are also entitled to receive a FREE iPad when you purchase a brand new vehicle from ABC Dealership during this special event.



First Name, be sure to visit your own personal web page for a special offer!

www.VariableName.buymyAuto.us

SECURITY CODE: **2T9W**

iPad™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad™ Wi-Fi (\$499). Apple® and iPad™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion. 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. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved *



ABC Dealership

1234 Main Street | City, State 56789

1-888-888-8888

www.abcdealership.com

Hours of Operation

Mon - Fri - 8am - 9pm

Sat - 8am - 7pm

Sun - Noon - 5pm

Credit Card Pay Off Voucher

Expires: 00/00/20XX

Up To:

\$3000 For Credit Card Pay Off

up to

\$3,000.00

To the
order of:

Variable Name
9427 Corporate Lake Drive
Tampa, FL 33634



General Manager
General Manager

NOT A CHECK - NON-NEGOTIABLE