

John, You're Invited to Attend our Hyundai Mark Down Event this Weekend!



0% APR FOR 72 MONTHS
& up to
\$3,000
BELOW M.S.R.P.

RE: <YEAR - MAKE>

John,
We are currently experiencing a tremendous increase in pre-owned vehicle sales and our inventory has become depleted. We are looking to purchase pre-owned vehicles at ANY and ALL price ranges. Particularly we are in need of 9 <Make> <Model>s. Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to \$4,000 over the average BLACK BOOK® value for your <YEAR MAKE MODEL>.

The Black Book® Appraisal Guide states that your vehicle, in average condition, is worth <Black Book Value>. We are prepared to make you an aggressive offer.

Weekend Event

Powered by:

Black Book®

The regional market value stated by BLACK BOOK® for your YEAR MAKE MODEL is

\$XX,XXX

*Estimated Black Book® market value is based off of average vehicle condition. 00/00/20XX

Plus, we're prepared to offer you an additional Bonus of up to

\$XX,XXX

John, receive a Free iPad2™, with Every New Vehicle Purchase!



iPad2™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi (\$499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion.



Connectivity



Rearview Camera



Push Start Ignition



Advanced Dashboard

Get your free gift at:

www.VariableName.buymyAuto.us

SECURITY CODE: 2T9W

ABC Dealership of Anytown

12345 Variable Street City, ST Zip

555-555-5555



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Buy Back Voucher

Expires: 00/00/20XX

Trade: YEAR MAKE MODEL

up to **\$XX,XXX**

To the order of:

Endorsement Name
Address
City, ST Zip
Barcode

YEAR MAKE MODEL

General Manager

General Manager

NOT A CHECK - NON-NEGOTIABLE

*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 © 20XX 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.*