

John Smith, Don't miss this special Four Day Event



★ ★ ★ ★ ★
**You are a
 GUARANTEED
 WINNER
 of up to
 \$500
 CASH**
 ★ ★ ★ ★ ★



ABC DEALERSHIP • 123 Anystreet • Anytown, State 33333 | www.abcdealership.com

Look inside to find out how to claim your cash!

Private buy back offer inside!

ABC DEALERSHIP • 123 Anystreet • Anytown, State 33333 | www.abcdealership.com



4 Days Only!
 Month 00 - Month 00

*****5-DIGIT 99999 1/1*****
 John Smith
 5360 East Annahemer Rd Apartment E
 West Palm Beach, FL 99999-9999
 |||.....|



John, SAVE up to \$5,000 OFF M.S.R.P on ALL IN-STOCK VEHICLES!

291048405783

Expires XX/XX/20XX
 include sales tax and hazard waste disposal. See ABC Dealership for details.
 repair. Cannot exceed 20% discount of total parts and service bill. Does not
 coupons or in-store specials. Cannot be used for retail parts, tires or collision
 Coupon must be presented at time of write up. Cannot be combined with other

\$100 OFF

All Parts & Service

291048405783

Expires XX/XX/20XX
 disposal. See ABC Dealership for details. Expires XX/XX/20XX
 coupons or in-store specials. Does not include sales tax and hazard waste
 Coupon must be presented at time of write up. Cannot be combined with other

\$50 OFF

All Parts & Service

291048405783

Expires XX/XX/20XX
 waste disposal. See ABC Dealership for details. Expires XX/XX/20XX
 with other coupons or in-store specials. Does not include sales tax and hazard
 be higher. Coupon must be presented at time of write up. Cannot be combined
 includes 5 qts. of oil; synthetic oils and diesels not included. Some models may

\$19.95

Oil Change

Don't Let the Summer Heat Take Away Your Vehicle's Performance and Cost You Money.

John, SAVE up to \$5,000 OFF M.S.R.P on ALL IN-STOCK VEHICLES!

FOURTH OF JULY
Sell-A-Bration



John Smith,

Declare your Independence from high prices this 4th of July weekend!
As we celebrate our Nation's birthday, we will be offering you the chance to get out of your current vehicle and into a NEW or PRE-OWNED vehicle of your choice, with little or no money out of pocket!

Generous FACTORY INCENTIVES & low APR Financing may allow you to drive away with a payment equal to or less than what you currently pay. You could SAVE THOUSANDS, WE WILL NOT BE UNDERSOLD!

Plus, recent world events have created high demand for pre-owned vehicles in the marketplace, we are prepared to buy your MAKE at 120% or up to \$4,000 over it's Book Value.*

WE WILL PAY OFF your current vehicle, NO MATTER WHAT YOU OWE!

Deals this good cannot last and are limited to this event.

ABC Dealership will buy your make at up to 120% Book Value or up to \$4,000*

THIS WEEKEND ONLY! UPGRADE NOW!

ABC DEALERSHIP

123 Anystreet • Anytown, State 33333 | 1-888-555-5555
www.abcdealership.com



John, **SCAN THIS CODE NOW** to view our inventory!

Use any free QR code scanner smartphone app to scan.

4 Days Only!

Day, Month 00XX	9am - 6pm
Day, Month 00XX	9am - 6pm
Day, Month 00XX	9am - 6pm
Day, Month 00XX	9am - 6pm

John, DON'T HAVE A SMARTPHONE? Go and visit your personal webpage:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

You are a GUARANTEED WINNER of up to \$500 CASH

Winner # 0123456
No purchase necessary. Redeem with this letter by XXX/XXX/20XX.

PRIZE ODDS OF WINNING \$500 *Based on <SOME BOOK VALUE>. 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. Excludes tax, title and license. 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 * See dealership for details.

John Smith
5360 East Annaheimer Rd Apartment E
West Palm Beach, FL 99999-9999

Chevy Buy Back Voucher

Memo: Expires 00/00/XX

ABC DEALERSHIP

Make available to: _____

The amount: **up to Four Thousand Dollars** up to \$4,000

Memo: _____ **Endorse Here**

291048405783

