

John Smith, tis the Season for

ABC Dealership's

HASSLE FREE HOLIDAY SAVINGS EVENT

4 DAYS ONLY December XX - December XX



Test drive a new vehicle during our event and you will receive a FREE

\$25 GIFT CARD

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

PRIVATE BUYBACK OFFER POWERED BY BLACK BOOK® INSIDE!

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



SAVE up to \$8,000 OFF M.S.R.P on ALL IN-STOCK VEHICLES!

4 DAYS ONLY December XX - December XX

HASSLE FREE HOLIDAY SAVINGS EVENT

ABC Dealership's

John Smith, tis the Season for

\$100 OFF

All Parts & Service

\$50 OFF

All Parts & Service

\$19.95

Oil Change

VARIABLE FIRST, TIS THE SEASON TO SAVE ON SERVICE.

John Smith, tis the Season for

ABC Dealership's

HASSLE FREE HOLIDAY SAVINGS EVENT



John,

ABC Dealership is looking for individuals who may own <Year Make Model>s. A severe shortage in pre-owned vehicles nationwide has made it nearly impossible for ABC Dealership to purchase high demand vehicles.

It makes good business sense for us to purchase vehicles from individuals who live locally.

After checking all of our appraisal guidelines in Black Book®, this vehicle's regional market value is between \$XX,XXX and \$XX,XXX*. However, based on our need, we feel that this vehicle could be worth more!

There is no purchase necessary. We must restock our inventory now. If you need to replace your vehicle, there has never been a better time to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts, you may be able to upgrade into a new 2011 with payments that may be equal to or less than your current payment.

Sincerely,

Signature

<Title>

ABC DEALERSHIP

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



**SCAN HERE NOW
TO VIEW OUR INVENTORY**

Download the "ScanLife" app or any QR code scanner app to your smartphone to scan the code.

4 Days Only!

December XX 9am - 6pm
December XX 9am - 6pm
December XX 9am - 6pm
December XX 9am - 6pm

John, confirm your vehicle's value by visiting your personal webpage:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

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

Make available to:

ABC DEALERSHIP

The amount for:

Year Make Model

up to \$XX,XXX

Memo:

Expires 00/00/XX

291048405783



Endorse Here

NOT A CHECK - NON-NEGOTIABLE

LINCOLN

Powered by

Black Book®

Test drive a new vehicle during our Hassle Free Holiday Savings Event, and you will receive a FREE

\$ 25



GIFT CARD

To the first 50 RSVP's! Offer Expires <var date>. No purchase necessary.