



**ABC DEALERSHIP**  
www.ABCDealership.com



1234 Anystreet • City, ST 55555  
**888-555-5555**

\*\*\*\* 5-DIGIT 33917 2/1 \*\*\*\*

Variable Name  
9427 Corporate Lake Drive  
Tampa, FL 33634



Powered by



**BUY BACK NOTIFICATION**

**JOHN, WE NEED YOUR <YEAR MAKE MODEL>**

The average regional market value stated by the Black Book® for your vehicle is:

**\$XX,XXX**

**VEHICLE BUY BACK ASSISTANCE**  
Voucher enclosed in mailer

up to **+\$5,000**

Offer for the trade of your <Year Make Model>

up to **\$XX,XXX**

That is over \$5,000 more than the estimated value today and it could even be worth more if your vehicle is in "excellent" condition!

Dear Variable Name,

ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Variable Year Make Models>. Due to the appeal of these quality pre-owned vehicles nationwide, it has been nearly impossible for dealerships like ourselves to replenish our pre-owned vehicle inventory.

**WE MUST RESTOCK OUR PRE-OWNED INVENTORY RIGHT NOW!  
YOUR <YEAR MAKE MODEL> IS ON OUR LIST OF HIGH DEMAND VEHICLES.**

**Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to \$5,000 over Black Book® value for your <Year Make Model>!\***

The actual market value of your vehicle can only be determined by the actual mileage and condition listed in the Black Book®, the official industry trade-in guideline.

**Variable First, ABC Dealership is blowing out all the remaining 20XX vehicles. All in-stock 20XX's will be marked down as much as \$5,000 below M.S.R.P!\*** Brand new select 20XX vehicles will be marked down by as much as \$3,000 and receive up to \$3,000 cash back on select vehicles!

You must bring this invitation to ABC Dealership by Month 00 to take advantage of these offers. You may also call (888) 888-8888 to schedule a convenient appointment today!

Sincerely,  
General Manager  
(888) 555-5555  
ABC DEALERSHIP

Variable First, confirm your vehicle value:  
**www.PurlName.buymyauto.us**

Security Code: 2t9w

**ONE DAY ONLY MONTH 00, SATURDAY 11:00 A.M. TO 8:00 P.M.**

ABC DEALERSHIP • 555 Any Street • City, US 55555 • (888) 555-5555 • www.ABCDealership.com

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Redeemable only at

# ABC DEALERSHIP

123 Any Street • City, US 55555

(888) 888-8888 • Financial Accounting Department

# BUY BACK VOUCHER

00-19427  
2012

**No. 0019427**

DATE OF ISSUANCE **MONTH XX, 20XX**

AMOUNT: **MAXIMUM  
DISBURSEMENT**

FOR A: **<YEAR MAKE MODEL>**

ISSUED TO: **JOHN SMITH**

UP TO  
**\$XX,XXX\* 00**

**REMARKS**  
Can not be used beyond Month XX, 20XX

*Manager Name*

AUTHORIZED SIGNATURE - NOT A CHECK  
NON-NEGOTIABLE

**DUE TO THE NATURE OF THIS OFFER  
WE ARE PREPARED TO DELIVERY YOU A NEW OR  
PRE-OWNED VEHICLE TODAY.**

AMMS No. 9427-33634

10595E09E01



SECURITY ENHANCED DOCUMENT

||| 001 97 2 7 03 36 3 40 |||

RECIPIENT COPY - NON-NEGOTIABLE

## BUY BACK ASSISTANCE VOUCHER ABC DEALERSHIP

### SERVICE OPTION - \$50.00 OFF ANY PARTS OR SERVICE

Service coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires, or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazardous waste disposal.

Service option expires 00/00/0000

10595E09E02



## ABC Dealership Buy-Back Notification Break Down

The average regional market value stated by the Black Book® for your vehicle is:

**\$XX,XXX\***

Offer for the trade of your  
<Year Make Model>

VEHICLE BUY BACK ASSISTANCE +

UP TO **\$5,000\***

UPTO **\$XX,XXX\***

**With these combined offers, you may qualify for  
payments as low as \$189 a month.**

BASED ON DOWN PAYMENT OF \$X,XXX DUE AT SIGNING. W.A.C.