



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 VEHICLE!

The average regional market value stated by the Black Book® for your vehicle is:	\$XX,XXX	Offer for the trade of your vehicle up to \$XX,XXX*
VEHICLE BUY BACK ASSISTANCE Voucher enclosed in mailer	up to \$5,000	

That is over \$5,000 more than the estimated value today and it could even be worth more if it is in "excellent" condition!
If you own a <Year Make Model> or something similar, contact us immediately!

Dear Variable Name,

ABC Dealership is reaching out to people in our area who may own certain high demand vehicles like a <Variable Year Make Model> or something similar. 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 VEHICLE IS ON OUR LIST OF HIGH DEMAND VEHICLES.**

ABC Dealership is prepared to offer up to \$5,000 over Black Book® value for your vehicle!*

Variable First, we are also 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: 219w

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

FOR: YOUR CURRENT VEHICLE

AMOUNT: **MAXIMUM
DISBURSEMENT**

ISSUED TO: JOHN SMITH

UP TO
\$XX,XXX* 00

REMARKS

Can not be used beyond Month XX, 20XX

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

AMMS No. 9427-33634

Manager Name

AUTHORIZED SIGNATURE - NOT A CHECK

NON-NEGOTIABLE

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 vehicle

VEHICLE BUY BACK ASSISTANCE + UP TO **\$5,000***

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

**With these combined offers, you may qualify for
payments as low as \$189.00 a month.**

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