



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



N.A.D.A.™

BUY BACK NOTIFICATION

JOHN, WE NEED YOUR VEHICLE!

ABC Dealership is offering cash over N.A.D.A. for a <Year Make Model>:	up to \$3,000	That is over N.A.D.A. for a <Year Make Model> up to \$4,000*
MANUFACTURER REBATES On select vehicles	up to +\$1,000	

That is over \$4,000 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>. 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!
A <YEAR MAKE MODEL> IS ON OUR LIST OF HIGH DEMAND VEHICLES.**

ABC Dealership is prepared to offer up to \$3,000 over N.A.D.A. value for a <Year Make Model>!*

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: 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

*Based on NADA Appraisal Guides. 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. Limit one loan per vehicle. Excludes tax, title and license. Credit Adjustment in lieu of est. value, all manufacture rebates & dealer incentives. All rebates and discount selections must be presented at time of write-up. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. *Copyright © 2012 American Marketing & Mailing Services, Inc. All Rights Reserved * See dealership for details. Offer expires XX/XX/20XX.

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 A: **<YEAR MAKE MODEL>**

AMOUNT: **MAXIMUM
DISBURSEMENT**

ISSUED TO: **JOHN SMITH**

UP TO
\$4,000* 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

11" 001 97 2 7 03 36 3 40 11"

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

ABC Dealership is offering cash over N.A.D.A. for a <Year Make Model>: UP TO **\$3,000***

Offer for the trade of a <Year Make Model>

MANUFACTURER REBATES + On Select Vehicles UP TO **\$1,000***

UPTO **\$4,000***

**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.