

# JOHN, WE ARE WORKING HARD TO SAVE YOU MORE!!!

Celebrate the Spirit of America with Huge Savings during our  
Labor Day Weekend Inventory Clearance Event.



**30% OFF M.S.R.P.**  
EXCLUSIVE CASH BONUS OFFER INSIDE

PRESRT-STD  
U.S. POSTAGE  
PAID  
TAMPA, FL  
PERMIT #2245

\*\*\*\* 5-DIGIT 60639 1/1 \*\*\*\*

John Smith  
1757 N Mcvicker Ave  
Chicago, IL 60639-3905



JOHN, DON'T HAVE A SMARTPHONE? Visit your personal website:

[www.JohnSmith.servicemyAuto.us](http://www.JohnSmith.servicemyAuto.us)

Security Code: XXX1

ABC Dealership is Blowing Out all remaining 2011 inventory with exclusive invitation only discounts of up to 30% OFF M.S.R.P. in order to make room for the 2012 inventory. You'll find savings that could exceed \$10,000! SAVE EVEN MORE when you use the attached voucher to receive an additional \$1,000 OFF your vehicle purchase. It doesn't matter what your credit is, if you're employed you will be accepted.\*\*

PLUS JOHN...WE NEED YOUR VEHICLE!  
We must replenish our pre-owned inventory by triple the amount. To do so we will offer more than ever before for your trade-in, and we will buy back your old vehicle no matter what you owe.

Don't forget to bring this invitation to ABC Dealership to CLAIM ONE OF THE GUARANTEED PRIZES listed on the front.



**SCAN HERE NOW**  
and find out how much  
your vehicle is worth.

Use ScanLife or any free QR code scanner  
smartphone app to scan.

OR VISIT

© 2011 American Marketing & Mailing Services, Inc. All Rights Reserved



**BONUS CASH**



**John Smith**

This Voucher Entitles:

Up To: **\$1,000 Towards Any Vehicle Purchase\***

Authorized By: *Manager Name* Expires: XXXXXX

\*Must be presented prior to negotiations. One voucher per customer. Not valid with any other offers or in-store specials. Credit voucher good for \$1,000 towards new vehicle purchase or \$500 towards used vehicle purchase. See ABC Dealership for details.

© Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved \*\*Terms and conditions may apply. See dealer for details. \*Prize Odds of winning 1 in 10,000, 2 in 20,000, 3 in 30,000, 4 in 40,000

JOHN, WE ARE WORKING HARD TO SAVE YOU MORE!!!



123 Anystreet  
Anytown, State 33333  
www.abcdealership.com

**LABOR DAY WEEKEND**  
Sept. 3rd - Sept. 5th

**JOHN, YOU ARE A  
GUARANTEED WINNER**  
OF ONE OF THE PRIZES BELOW!!!

PRIZE I



PRIZE II



PRIZE III



PRIZE IV



Lucky # 0123456

No purchase necessary. Match your winning number to the one posted at the dealership to claim your prize. †



**LABOR DAY WEEKEND**  
Sept. 3rd - Sept. 5th



**PRE-OWNED INVENTORY  
AS LOW AS**

**\$1,999**

**CERTIFIED CHEVROLET  
5 YEAR WARRANTY**

**100,000 Miles**

**SPECIAL FINANCING &  
NO PAYMENTS FOR 60 DAYS**

**0% APR\*\***

**NEW 2011  
CHEVY CRUZE**

**\$169/39mo\*\***

ABC Dealership • 123 Main Street • City, ST 55555 • 1-888-555-5555 • www.abcdealership.com • Mon - Fri 8am - 9pm • Sat 9am - 6pm