

# ABC DEALERSHIP'S STAR SPANGLED

LABOR DAY EVENT



Powered by

*Black Book*<sup>®</sup>

John,  
the regional market  
value stated by  
**BLACK BOOK<sup>®</sup>** for your  
2008 Chevy Colorado  
is  
**\$XX,XXX\***



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

John,

WE ARE WORKING HARD TO SAVE YOU MORE! ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Year Make Model>. Due to the appeal of these quality pre-owned vehicles across the nation, our inventory has dwindled and we must replenish it immediately. Your vehicle's Black Book value is estimated to be <\$00000.00>\* in average condition. We are prepared to offer you up to \$3,000 over average Black Book value for your trade.

**The actual market value can only be determined by the mileage and condition listed in the Black Book<sup>®</sup>, the official industry trade-in guideline.**

This weekend only, you will have the opportunity to exchange your <Year Make Model> for a brand new 2011 or 2012 <Make> of your choice. With current **FACTORY INCENTIVES**, **LOW APR FINANCING** and your **TRADE-IN ALLOWANCE**, you may be upgrading to a new vehicle with no money out of pocket and a payment that may be less than you currently pay. Due to current conditions there may never be a better time to upgrade. This offer expires 00/00/00 at 00pm.

Simply stop by or call us at 555-555-5555 to schedule an appointment to have your vehicle appraised by 00-00-0000. There is no purchase necessary. We will buy back your vehicle even if you choose not to buy ours!



iPad2™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi (\$499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion.

**JOHN, YOU'LL RECIEVE A FREE iPad™**  
with your new vehicle purchase

**GET MORE CAR FOR LESS MONEY!  
THIS WEEKEND ONLY!**

**ABC DEALERSHIP**

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

JOHN, DON'T HAVE A SMARTPHONE? Visit your personal website: Use security code 2jma3Q

**www.JohnSmith.buymyauto.us**



**SCAN HERE NOW**

to confirm your vehicle value.

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

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



Memo: Expires 00/00/XX

**\$XX,XXX Trade-In Allowance\***

up to **XX,XXX\***

The amount:

\*\*\*\* 5-DIGIT 99999 1/1 \*\*\*\*\*

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



*Manager Dave*

**General Manager**

NOT A CHECK - NON-NEGOTIABLE

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