

ABC DEALERSHIP'S STAR SPANGLED LABOR DAY EVENT



N.A.D.A.
BUY BACK NOTIFICATION

John, This Weekend Only We Will Give You BONUS CASH up to \$4,000* Over N.A.D.A. For Your Trade.



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

John Smith,

WE ARE WORKING HARD TO SAVE YOU MORE! ABC Dealership is overstocked and we are blowing out all remaining in-stock vehicles during the month of September. These vehicles will be marked down by as much as \$8,000 BELOW M.S.R.P.! These types of price reductions have never been seen in the <Variable City> area. <MODELS> as low as \$XXXX.XX, <MODELS> as low as \$XXXX.XX and <MODELS> as low as \$XXXX.XX.

DID YOU KNOW your trade is worth more than ever before? The demand for used vehicles are at an all time high. Scan the QR Code below or visit your personal website to find out how much your vehicle is worth.

This weekend only, you will have the opportunity to exchange your vehicle 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!



Limit one \$10 gas card or equal value per appraisal/test drive & per household. Limited time only, subject to availability.

JOHN, YOU'LL RECIEVE A FREE GAS CARD
simply take a test drive before 00-00-0000 and you receive a FREE \$10 Gas Card.

GET MORE CAR FOR LESS MONEY! THIS WEEKEND ONLY!

ABC DEALERSHIP

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

John, we have created a special website for you to visit to determine your vehicle value: Use security code 2jma3Q

www.JohnSmith.buymyauto.us



SCAN HERE NOW and find out how much your vehicle is worth.
Use ScanLife or any free QR code scanner smartphone app to scan.

*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. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved * See dealership for details.



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



Memo: Expires 00/00/XX

\$1,000 Bonus Cash

up to **\$1,000**

**** 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
291048405783

