

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



ABC DEALERSHIP'S
STAR SPANGLED
LABOR DAY EVENT

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



John,
YOU ARE A GUARANTEED WINNER OF UP TO A \$5,000 PRIZE
See inside for details.

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 | Mon - Fri 8am - 9pm • Sat 9am - 6pm

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5-DIGIT 99999 1/1 *****
John Smith
5360 East Annahelmer Rd Apartment E
West Palm Beach, FL 99999-9999

Call **555-555-5555** to schedule service and save!

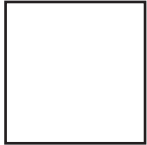


ABC DEALERSHIP'S
STAR SPANGLED
LABOR DAY EVENT

You Will Find Exclusive Service Savings For the Month of September Inside!

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

WE ARE WORKING HARD TO SAVE YOU MORE!!!



24512756801
Expires XX/XX/20XX
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 hazard waste disposal. See ABC Dealership for details.

\$100 OFF

All Parts & Service

24512756801
Expires XX/XX/20XX
Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazard waste disposal. See ABC Dealership for details.

\$50 OFF

All Parts & Service

24512756801
Expires XX/XX/20XX
Includes 5 qts. of oil; synthetic oils and diesels not included. Some models may include other coupons or in-store specials. Does not include sales tax and hazard waste disposal. See ABC Dealership for details.

\$19.95

Oil Change

John, Receive Fast Service and Great Savings!



ABC DEALERSHIP'S STAR SPANGLED

LABOR DAY EVENT

John,
YOU ARE A
GUARANTEED WINNER
OF UP TO A
**\$5,000
PRIZE***



**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!

JOHN, YOU ARE A GUARANTEED WINNER

OF ONE OF THE PRIZES BELOW!!!

PRIZE I



PRIZE II



PRIZE III



PRIZE IV



Lucky # 0123456

GET MORE CAR FOR LESS MONEY! THIS WEEKEND ONLY!

ABC DEALERSHIP

123 Anystreet | Anytown, State 33333
888-555-5555 | www.abcd dealership.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

No purchase necessary. Match your winning number to the one posted at the dealership to claim your prize. *Prize Odds of winning 1 0:0000, 2 0:0000, 3 0:0000, 4 0:0000



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 <SOME BOOK VALUE>. 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.abcd dealership.com



Memo: Expires 00/00/XX

\$1,000 Bonus Cash

up to **\$1,000**

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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