Variable First, You're Invited to Attend our Luxury Sales Event this Weekend!

Variable First,

Your current vehicle status has qualified you to take part in this weekend's Luxury Sales Event at ABC Dealership of Anytown.

During this event we have been exclusively authorized to offer up to $2,000 Trade Assistance above Book Value to owners who may be driving any Vehicle1, <Variable Year Make> or Vehicle2 vehicles.

Plus, select 2011 models will be marked down by as much as $X,XXX below M.S.R.P., and all remaining 2010 vehicles by as much as $X,XXX below M.S.R.P.

John, these special priced offers along with low APR FINANCING may allow you to get into a quality Lexus with a payment that is equal to or less than what you currently pay.

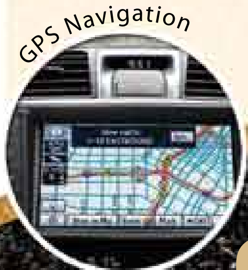
ABC Dealership of Anytown
12345 Variable Street City
Anytown, ST Zip
555-555-5555
www.AbcDealership.com

3 Days Only
Month 00th - 00th, 20XX

Hours of Operation
Mon - Fri - 8am - 9pm
Sat - 8am - 7pm
Sun - Noon - 5pm

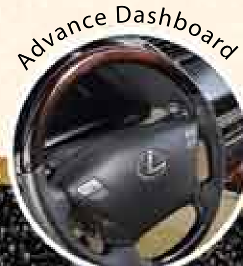
John, receive a Free iPad2™,
with Every New Vehicle Purchase!

Purchase any New 20xx Lexus vehicle during this event and receive a Free Apple iPad2™.



GPS Navigation

Luxury Interior



Advance Dashboard

Luxury Seating

Get your free gift at:

www.VariableName.buymyAuto.us

SECURITY CODE: **2T9W**

ABC Dealership of Anytown
12345 Variable Street City, ST Zip
555-555-5555

Trade Assistance

Expires: 00/00/20XX

Up To: Two Thousand Dollars 00/100 | $2,000.00

To the order of:
Endorsement
Variable Name
Variable Street Address
Variable City, ST Zipcode
Barcode

General Manager
NOT A CHECK - NON-NEGOTIABLE

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

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