

John,

It's....

Mad Money

Weekend!!

Logo

AT
ABC DEALERSHIP.



John,

PURCHASE A BRAND NEW CAR AT PRE-OWNED PRICES!!

With the new car market still in recovery, the used car market is at an all time high and we need to tap every resource we have to obtain used car inventory before it's too late!. Give us 10 minutes and we'll make you an offer on your current vehicle that could be considered **MAD MONEY!!**

Our need for quality used vehicles is so great we're even willing to pay you for your trade regardless of whether or not you buy from us. Right now, you can get into a new <make> for the same payment or possibly even less than you currently pay. Even if you own your car, stop into ABC Dealership and we'll show you why **MAD MONEY Weekend** is the best time to buy.

We look forward to seeing you soon!

Sincerely,

Manager's Name

General Manager

MAD Money!

John,

MATCH YOUR WINNING NUMBER AND WIN!!

\$2,500!†

Your Lucky Number Is:

Simply bring us your vehicle no pressure, hassles or haggling...

JUST MAD MONEY!!

WHERE?

ABC DEALERSHIP

5555 Main Street
Anytown, USA 12345
888.888.8888

WHEN?

DAY <DATE> 8AM-9PM

DAY <DATE> 8AM-9PM

DAY <DATE> 8AM-9PM

John, Visit Your Own Website For More **MAD** Savings!

www.JohnSmith.buymyauto.com

SECURITY CODE:
2T9W

† Odds of winning are <1;10,000>. See dealer for details.

ABC DEALERSHIP

5555 Main St. | Anytown, USA 12345
888.888.8888

Valid Through: <var date>

Discount Voucher

THE AMOUNT OF UP TO:

One Thousand Dollars and 00/100.....

\$1,000.00^Δ

PAY TO THE ORDER OF:

**** 5-DIGIT 99999 1/1 ****
John Smith
9427 Corporate Lake Drive
Tampa, FL 33634

Manager's Name

AUTHORIZED SIGNATURE

Δ Discount voucher cannot be used in conjunction with any other offer. Discount coupon may be used for purchase of dealer select new vehicles, does not apply towards advertised vehicles. Discount from MSRP. Limit one coupon per customer. Must present upon arrival.



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