

Variable First,
it's ABC Dealership's

March Mark down Madness

Will Beat Any Competitor's
Advertised Price*

BRING ALL OFFERS!!!

Vehicles will be
Marked Down to Sell!

00/00/2011 - 00/00/2011



John,

In order to make room for our incoming inventory, we have been forced to slash prices on all in-stock vehicles. It's the March MarkDown Madness Event! You can choose from our enormous inventory of NEW and PRE-OWNED vehicles.

Plus, we have been authorized to buy back your current vehicle at up to 120% of Blue Book Value!™ Now is your chance to save thousands on a NEW or quality PRE-OWNED vehicle of your choice.

You can't afford to miss this EVENT! Even if you are currently locked in a lease/loan payment program, <ABC Dealership> wants to upgrade your vehicle and keep your payments the same or even less than what you currently pay.

New & Pre-Owned
Vehicles



Variable First, now with every vehicle purchase we will give you a FREE APPLE IPAD!!!



MARCH 00TH -

MARCH 00TH

Mon- Fri: 8am - 7pm
Saturday: 8am - 7pm
Sunday: noon - 5pm



Plus Variable First,
receive up to
120% of Blue Book®
for your Trade-In!

Variable First, go to your own personal webpage for your special offer:

www.VARIABLENAME.buymyauto.us

USE SECURITY CODE: 2T9W

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. 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. See dealer for details. 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.



ABC Dealership

1234 Main Street | City, State 56789

1-888-888-8888

www.abcd dealership.com

Dealer Vehicle Trade Assistance

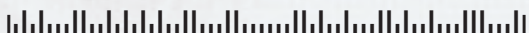
Expires: 00/00/2011

Up To: **120% of Blue Book® for your Trade**

120%

To the
order of:

Variable Name
9427 Corporate Lake Drive
Tampa, FL 33634



General Manager

General Manager

NOT A CHECK - NON-NEGOTIABLE