

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



RE: <YEAR - MAKE>

John,

We are currently experiencing a tremendous increase in pre-owned vehicle sales and our inventory has become depleted. We are looking to purchase pre-owned vehicles at ANY and ALL price ranges. Particularly we are in need of 9 <Make> <Model>s. Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to \$3,000 over the average BLACK BOOK® value for your <YEAR MAKE MODEL>.

The Black Book® Appraisal Guide states that your vehicle, in average condition, is worth <Black Book® Value>. We are prepared to make you an aggressive offer.

Weekend Event

Powered by:

Black Book®

The regional market value stated by BLACK BOOK® for your YEAR MAKE MODEL is

\$8,900.00

*Estimated Black Book® market value is based off of average vehicle condition. 00/00/00

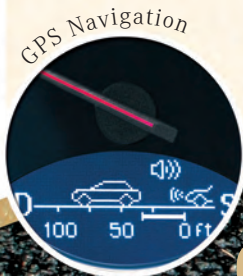
Plus, we're prepared to offer you an additional Bonus of up to

\$3,000

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



iPad2™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi (\$499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion.



Get your free gift at:

www.JohnSmith.buymyMercedes.us

SECURITY CODE: XXXX1

ABC Dealership of Anytown

12345 Variable Street City, ST Zip

555-555-5555



Mercedes-Benz

Trade Assistance

Expires: 00/00/20XX

Trade:

YEAR MAKE MODEL

up to \$12,900.00

To the order of:

**** 5-DIGIT 33917 2/1 ****

John Smith

9630 Bayshore Rd

North Fort Myers, FL 33917-3720



General Manager

General Manager

NOT A CHECK - NON-NEGOTIABLE

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