

John, enjoy our
Showers of SAVINGS
 E V E N T

ABC Dealership
 1234 Main Street
 City, ST 56789
 1-888-888-8888



Powered by:



John,

Today quality Pre-Owned vehicles are at a premium and we must restock our current inventory now. Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to \$3,500 over the average BLACK BOOK® value for your YEAR MAKE MODEL.

In order to determine the accurate market value of your vehicle, ABC Dealership relies on the mileage and condition listed in Black Book®, the official industry trade-in guideline. NADA & Kelley Blue Books cannot keep up with the daily rise of used car values.

John, this special offer along with FACTORY INCENTIVES & low APR FINANCING may allow you to get into a quality Chevy with a payment that is equal to or less than what you currently pay.



John, the regional market value stated by BLACK BOOK® for your year make model is **\$XX,XXX** We'll buy your vehicle

*Estimated Black Book® market value is based off of average vehicle condition. 00/00/20XX

This weekend only John! Don't wait!

ABC Dealership has partnered with our preferred lenders and made MILLIONS available!

WHERE

ABC Dealership
 1234 Main ST. | City, ST, 56789
1-888-888-8888
 www.ABCDealership.com



JOHN, YOU WILL RECEIVE A FREE IPAD™ WITH EVERY NEW VEHICLE

John, please visit your own personal webpage:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

WHEN

Day, Month 00XX 9am - 6pm
 Day, Month 00XX 9am - 6pm
 Day, Month 00XX 9am - 6pm
 Day, Month 00XX 9am - 6pm

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. *Estimated Black Book® market value is based off of average vehicle condition. Estimates are based on 10,000 miles per year driving average. Vehicle condition, mileage & equipment could affect vehicle value. © Copyright © 20XX Hearst Business Media Corp. ALL RIGHTS RESERVED. **Black Book® is a registered trademark of Hearst Business Media Corporation. REPRODUCTION OF THE TRADE NAME AND OR CONTENTS OF THE DATA IN WHOLE OR IN PART, IN ANY FORM BY ELECTRONIC OR MECHANICAL MEANS INCLUDING INFORMATION STORAGE AND RETRIEVAL SYSTEMS IS STRICTLY PROHIBITED. THE DATA IS PROVIDED "AS IS" AND NATIONAL AUTO RESEARCH MAKES NO OTHER WARRANTY, EXPRESS OR IMPLIED AS TO THE ACCURACY OF THE DATA, THAT THE DATA IS FREE FROM ERRORS AND OMISSIONS, AND THE MERCHANTABILITY AND FITNESS OF THE DATA FOR A PARTICULAR PURPOSE OR USE.

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Buy Back Voucher

Memo: Expires 00/00/XX

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VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

Make available the amount of up to:

\$XX,XXX.XX

Endorsement
 Variable Name
 Variable Street Address
 Variable City, ST Zipcode
 Barcode

Manager Dave
 General Manager

NOT A CHECK - NON-NEGOTIABLE

00-124875