



Variable First,
It's ABC Dealership's

Spring Break Clearance Event

Go Green - Save Green - Your Neighbors Will Be Green With Envy

Variable First...

ABC Dealership is blowing out all remaining in-stock vehicles during the month of March. These vehicles will be marked down by as much as \$8,000 BELOW M.S.R.P.! These types of price reductions have never been seen in the <Variable City> area. <MODELS> as low as \$XXXX.XX, <MODELS> as low as \$XXXX.XX and <MODELS> as low as \$XXXX.XX.

DID YOU KNOW your trade is worth more than ever before? The demand for used vehicles are at an all time high. That means we need to buy back your current vehicle and we'll give you as much as 120% of KELLEY BLUE BOOK® VALUE for your trade.

Combine the PRICE REDUCTION with the TOP DOLLAR for your trade and you could be driving a brand new 2011 <MAKE> with a payment that may be equal to or even less than you're currently paying for your current vehicle.

PLUS... We will give you \$2,000 CASH BACK. Use that money to take a Spring Break Vacation and thaw out!!! You can't afford to miss the special event.

Variable First, receive a FREE iPad* when you visit ABC Dealership during this sales event and purchase a brand new 2010 or 2011 <MAKE>.



Variable First, be sure to visit your own personal web page for a special offer!

www.VariableName.BuyMyAuto.us

SECURITY CODE: 2T9W



ABC Dealership of Anytown

12345 Variable Street City, ST Zip
555-555-5555
www.AbcDealership.com

Hours of Operation

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

Trade Assistance

Expires: 00/00/20XX

Up To:

Two Thousand Dollars 00/100

\$2,000.00

To the order of:

Variable Name
9427 Corporate Lake Drive
Tampa, FL 33634
Barcode

General Manager

General Manager

NOT A CHECK - NON-NEGOTIABLE