

John Smith,
Don't miss this special Four Day Event!



You are a
**GUARANTEED
WINNER**
of up to
**\$500
CASH**



ABC DEALERSHIP • 123 Anystreet • Anytown, State 33333 | www.abcdealership.com



Look inside to find out how to claim your cash!

Private buy back offer inside!

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*****5-DIGIT 99999 1/1*****
John Smith
5360 East Annahemer Rd Apartment E
West Palm Beach, FL 99999-9999
|||||

4 Days Only!
Month 00 - Month 00



Summer Saver
BUY BACK EVENT



John, SAVE up to \$5,000 OFF M.S.R.P on ALL IN-STOCK VEHICLES!



291048405783

Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazard waste disposal. See ABC Dealership for details. Expires XX/XX/20XX

\$100 OFF

All Parts & Service



291048405783

Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazard waste disposal. See ABC Dealership for details. Expires XX/XX/20XX

\$50 OFF

All Parts & Service



291048405783

Includes 5 qts. of oil; synthetic oils and diesels not included. Some models may be higher. Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Does not include sales tax and hazard waste disposal. See ABC Dealership for details. Expires XX/XX/20XX

\$19.95

Oil Change

Don't Let the Summer Heat Take Away Your Vehicle's Performance and Cost You Money.

John, don't miss your chance to SAVE UP TO \$5,000 OFF M.S.R.P.!



Summer Saver

BUY BACK EVENT



**PAYMENTS AS LOW AS
\$169/MO****

John Smith,

ABC Dealership is contacting local individuals who own a 2008 Ford Focus or something similar. Due to a severe shortage in pre-owned vehicles nationwide, it has made it nearly impossible for us to purchase high demand vehicles (Auction values are at a 16 year high).

It makes good business sense for us to purchase pre-owned vehicles from our local area.

No purchase necessary, as we must restock our inventory now. There has never been a better time to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts it may allow you to upgrade into a new 20XX with payments equal to or less than your current payment.

Again, there is no purchase necessary, WE NEED PRE-OWNED VEHICLES. Deals this good cannot last and are limited to this event.

ABC Dealership will buy your make at up to

120% Book Value

or up to

\$4,000*

THIS WEEKEND ONLY! UPGRADE NOW!

ABC DEALERSHIP

123 Anystreet • Anytown, State 33333 | 1-888-555-5555
www.abcdealership.com



John,
SCAN THIS CODE NOW
to view our inventory!

4 Days Only!

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

Use any free QR code scanner smartphone app to scan.

John, DON'T HAVE A SMARTPHONE? Go and visit your personal web webpage:

www.JohnSmith.buymyauto.us

USE SECURITY CODE: 2T9W

**You are a
GUARANTEED
WINNER
of up to
\$500
CASH**

Winner # 0123456
No purchase necessary. Redeem with this letter by
XXX/XXX/20XX.

PRIZE ODDS OF WINNING \$500 *Based on <SOME BOOK VALUE>. 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. 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 * See dealership for details.

John Smith
5360 East Annaheimer Rd Apartment E
West Palm Beach, FL 99999-9999

Ford Buy Back Voucher

Memo: Expires 00/00/XX

ABC DEALERSHIP

Make available to:

The amount:

up to Four Thousand Dollars

up to \$4,000

Memo:

Endorse Here

291048405783

