Variable First, a special offer awaits you @ www.PurlName.buymyAuto.us

Security Code: 2T9W

SIZZLING HOT Summer Savings

Month 20- Month 27

Dear Variable First,

ABC Dealership has been designated as a test site to conduct a special vehicle buyback event. Your current vehicle status qualifies you to take part in this PRIVATE VEHICLE BUYBACK OFFER. We want to buy back your <Year Make Model> at or above market prices. You may receive up to $4,000 over Blue Book Trade-In Value!* With trade-in values at an all time high, we feel confident that you can make this exchange with little or no out of pocket expense.

Variable First, please stop by or call us at (555) 555-5555 to schedule a convenient appointment and allow us the opportunity to make you an offer for your current vehicle.

This is a private event and will not be advertised to the general public. This is your only notification.

Variable First, you'll also receive a

FREE iPAD2™

with a 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.

Save up to $5,000 Off MSRP

Take advantage of a combination of low interest rates and aggressive factory incentives.

0% APR For 72 Months**

Where: ABC Dealership
1234 Anystreet
City, State 56789
555-555-5555

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

* Disclaimer ** (w.a.c.) Disclaimer Disclaimer Disclaimer