

Logo

ABC DEALERSHIP

555 Any Street

City, St 55555

(888) 555-5555

BUY BACK NOTIFICATION

POWERED BY:



VARIABLE NAME, YOUR YEAR MAKE MODEL IS WORTH \$XX,XXX!*

Variable Name,

ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Variable Year Make Models>. Due to the appeal of these quality pre-owned vehicles nationwide, it has been nearly impossible for dealerships like ourselves to replenish our pre-owned vehicle inventory.

It makes good business sense for us to purchase vehicles from our valued customers who live locally.

After checking our appraisal guidelines in Black Book®, your vehicle in average condition, is worth \$XX,XXX. However, based on our need, we feel that your vehicle is worth more!

There is no purchase necessary, we must restock our inventory now, however, if you need to replace your vehicle, there has never been a better time to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts you may be able to upgrade into a new 2011 with payments equal to or less than your current payment.

Variable First, we have created a special web site for you to go to and confirm your vehicle value www.PurlName.buymyauto.us use security code 2t9w and also receive your special offer.

Sincerely,
General Manager
(888) 555-5555
ABC DEALERSHIP

www.PurlName.buymyauto.us

Security Code: 2t9w

ONE DAY ONLY Month 00th, Saturday 11:00 a.m. to 8:00 p.m.

*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 © 2011 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." *Copyright © 2011 American Marketing & Mailing Services, Inc. All Rights Reserved *

United We Stand

Logo

Expires: 00/00/2011

The Amount

of up to: **Five Thousand Dollars.....00/100 cents**

\$5,000.00

To the
Order of:

**** 5-DIGIT 33917 2/1 ****
Variable Name
9427 Corporate Lake Drive
Tampa, FL 33634

Barcode

Manager Name

NOT A CHECK - NON-NEGOTIABLE

PRESENT THIS PORTION TO THE PARTICIPATING DEALER PRIOR TO OFFER EXPIRATION