



**ABC Mitsubishi**

1234 Any Street • City, State 12345

**555-555-5555**

**www.abcdealership.com**

Service Hours:

Mon - Fri : Xam - Xpm

Sat - Sun: Xam - Xpm

Sales Hours:

Mon - Fri : Xam - Xpm

Sat - Sun: Xam - Xpm



# Variable First, Handle Wherever the World Takes You...

*With the Worlds Most Advanced - All Wheel Control*

**0%** APR  
for 36  
months

(36 monthly payments of \$27.78  
per \$1,000 financed at 0.0% APR)

2012 Outlander SE AWC

**\$24,845**

**\$500** Cash  
Up to Back  
IN LOYALTY REBATES

PRESRT-STD  
U.S. POSTAGE  
PAID  
TAMPA, FL  
PERMIT #2245

Endorsement  
Variable Name  
Variable Address  
Variable City, ST Zipcode  
Barcode

**VARIABLE FIRST,**

**You May Have Already**

**WON A  
BRAND NEW  
2012  
OUTLANDER  
SPORT!**



**HURRY THIS OFFER IS FOR A LIMITED TIME ONLY!**

**SCRATCH-OFF  
GAME PIECE INSIDE.**



Variable First,

You May Have Already

**WON A BRAND NEW**

**2012**

**OUTLANDER  
SPORT!**

Simply Scratch-Off Your Game Piece below to reveal Your Winning Number.

Match Your Number to the One Posted at ABC Mitsubishi and YOU WIN!



0 1 2 3 4 5

Your Winning Number



- Advanced All-Wheel Control
- 2.4-liter – 168 Horse Power - Four Cylinder
- Up to 36 MPG
- Complete Hands Free Link System
- Navigation & Entertainment System
- And So Much More

**Event Date**

Mon - Fri: Xam - Xpm

Sat - Sun: Xam - Xpm

Your World Is Waiting, but **TIME IS  
RUNNING OUT!**

<Variable Name>,

Please join us for an Exclusive Preview Event that will host special incentives not available to the general public. Be one of the first to take the world by storm with special ABC Mitsubishi introductory discounts on select 2012 Mitsubishi Outlanders. This limited engagement event will have vehicles starting as low as \$XXXX.XX. **Special 0% Financing** will be made available as well as **up to \$500 Customer Loyalty Cash Back**.

**PLUS...** We want to buy back your old vehicle. Trade-in your vehicle and purchase any new vehicle from ABC Mitsubishi during the event dates and we will give an additional **\$2,000 over N.A.D.A Book value in Trade Allowance**.

Combine the ABC Mitsubishi Discounts, manufacturer incentives & trade-in allowance, and you could get into a New 2012 Outlander with a payment that could be equal to or **less than your current payment**.



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\*Valid only with purchase of a new Mitsubishi vehicle. Does not apply for employee pricing discounts. Must present mailer prior to negotiations. See dealer for details. Expires X/XX/11