

Variable First, Don't Miss ABC Dealership's **Let's Trade Keys** KEYLESS EVENT[®]



SAVE \$5,000 OFF M.S.R.P.
Take advantage of a combination of low interest rates and aggressive factory incentives

0% Financing for 72 months**

Variable First, You have been selected to participate in ABC Dealership's test market "LET'S TRADE KEYS - KEYLESS EVENT" Event. For 3 days only you will be able to take advantage of special incentives that WILL NOT BE OFFERED TO THE GENERAL PUBLIC. This is by invitation only. To participate you MUST BRING THIS FLYER to ABC Dealership during the event dates and times. If you would prefer to have an earlier appointment, please contact us at (555) 555-5555.

VARIABLE FIRST, YOU WILL RECEIVE:

- Up to \$5,000 OFF M.S.R.P. on in-stock Vehicles
- 0% Financing for 72 months**
- Up to \$2,000 OVER Book Value for your trade
- A FREE iPad[®] with a new vehicle purchase

Variable First, You are a GUARANTEED WINNER!

You are a guaranteed winner of one of the prizes below. Bring this invitation to ABC Dealership during our event hours. Match your winning number to the numbers posted on our prize board and claim your prize.

WINNING NUMBER
012345



RECEIVE A FREE APPLE[®] iPad[™]
when you purchase a brand new vehicle during the event dates listed on this flyer.



3 Days Only! Friday, Month 14 - Sunday, Month 16 9:00am-8:00pm

ABC CHEVY DEALERSHIP
555 Standard Avenue
Anytown, St 55555

BUY BACK VOUCHER

NOT A CHECK - NON-NEGOTIABLE
412-38
319

No. 02468900

MAKE AVAILABLE THE SUM OF UP TO:

*****Two thousand and 00/100 dollars*****

Over Blue Book Value

AMOUNT
*******2000.00**

Over Blue Book Value

Endorsement
Name
Address
City, ST Zip
Barcode

VALID
04-16-11

iPad[™] will be provided in the form of an Apple[®] gift card with a retail value of one 16 GB iPad[™] Wi-Fi (\$499). Apple[®] and iPad[™] are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion. **w.a.c. Disclaimer

ABC Dealership
1234 Anystreet
Anytown, ST 33333

Let's
Come to the **Trade Keys**



**Variable First,
don't miss out
on these special
savings!**

KEYLESS EVENT



Variable Name
Variable Street Address
Variable City, ST Zipcode
Barcode

VARIABLE FIRST, YOU HAVE WON!

Look for Details Inside.

Plus Valuable
Coupons Inside!

FREE iPad2!
Find out how to get your



Only at ABC Dealership!

KEYLESS EVENT



Let's
Trade Keys
Variable First, it's the



LUBE, OIL & FILTER CHANGE

\$1995

Expires xx/xx/xx opt code

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.

BARCODE *BARCODE*

\$5000 Off ANY PARTS & SERVICE

Expires xx/xx/xx opt code

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.

BARCODE *BARCODE*

\$10000 Off ANY PARTS & SERVICE

Expires xx/xx/xx opt code

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.

BARCODE *BARCODE*