



Jeep

DODGE



RAM

**It's ABC Dealership's**



**Variable First:  
Pick Your Vehicle – Pick Your Deals  
SAVE THOUSANDS**

Christopher Johannsen  
9427 Corporate Lake Dr  
Tampa, FL 33634-3226



John,

ABC Dealership is hosting our very first **Triple Play Event - Clearance Event**. During this special event, you tell us how much you want to save. This will be the largest reduction in total cost for NEW and Pre-owned vehicles anywhere!

**Its as easy as 1, 2, 3:**

- 1. CHOOSE YOUR VEHICLE...**
- 2. CHOOSE & COMBINE YOUR THREE DEALS...**
- 3. SAVE THOUSANDS off the purchase of your new vehicle!**

**Now is the absolute best time to upgrade into a brand new ride! When you combine the available incentives, you could be driving a NEW 20XX or 20XX vehicle with a payment that may be equal to or LESS THAN YOU ARE CURRENTLY PAYING!**

Plus, during this event we will be buying back high demand <YEAR1> and <YEAR2> CHRYSLER, JEEP, DODGE & RAM vehicles for as much as **\$4,000 over N.A.D.A. Value**.



**CONFIRM YOUR VEHICLE VALUE BY VISITING:**

***www.JohnSmith.buymyauto.us***

SECURITY CODE: 123XX5

**Don't Wait - Start Now?**

Scan this code or go to our online showroom to preview our entire inventory.



**ABC DEALERSHIP**  
12345 ADDRESS RD. | CITY, ST 55555  
(866) 555-5555  
**www.ABCDealership.com**

**It's ABC Dealership's**

**Pick Your Vehicle  
Pick Your Deals  
Save Thousands**



**Offer Ends XX/XX/XX  
By Invitation Only  
Top Dollar for Your Trade**

**NEW 2012 FORD  
FOCUS SE PACKAGE**

Automatic STK# 123057

MSRP **\$19,785**

Discount 1 .....-\$  
Discount 2 .....-\$  
Discount 3 .....-\$



**NEW 2012 FORD  
FUSION**

Automatic STK# 124069

MSRP **\$21,540**

Discount 1 .....-\$  
Discount 2 .....-\$  
Discount 3 .....-\$



**NEW 2012 FORD  
ESCAPE XLT**

Sun & Sync! STK# 129005

MSRP **\$26,785**

Discount 1 .....-\$  
Discount 2 .....-\$  
Discount 3 .....-\$



**NEW 2012 FORD  
EDGE SE PACKAGE**

STK# 126000

MSRP **\$28,465**

Discount 1 .....-\$  
Discount 2 .....-\$  
Discount 3 .....-\$



This is your **ABSOLUTE BEST CHANCE** to purchase a **NEW** or **Pre-Owned** vehicle at unheard of savings. **Pick Your 3** and **SAVE THOUSANDS!**

**JOHN, PICK ANY 3 INCENTIVES YOU WISH TO APPLY TO THE  
PURCHASE OF ANY NEW OR PRE-OWNED VEHICLE!**

**FIRST PICK**

**SECOND PICK**

**THIRD PICK**

**CHOOSE ONE INCENTIVE**

**1**

- 0% A.P.R. for 60 months
- We will pay your sales tax
- No Dealer FEE!
- FREE Oil Changes for a year
- \$3,000 BELOW M.S.R.P
- \$2,000 Cash Back

**CHOOSE ONE INCENTIVE**

**2**

- 0% A.P.R. for 60 months
- We will pay your sales tax
- No Dealer FEE!
- FREE Oil Changes for a year
- \$3,000 BELOW M.S.R.P
- \$2,000 Cash Back

**CHOOSE ONE INCENTIVE**

**3**

- 0% A.P.R. for 60 months
- We will pay your sales tax
- No Dealer FEE!
- FREE Oil Changes for a year
- \$3,000 BELOW M.S.R.P
- \$2,000 Cash Back

\*Offer applies to select 2011/2012 Vehicles. Each incentive can be used only once per transaction. Up to 5 quarts of oil. Disposal and hazardous fees apply. 0-60 A.P.R. is with approved credit, \$2,000 is in lieu of all manufacturer rebates. All rebates and discount selections must be presented at time of write-up. Offer expires XX/XX/20XX.

**ABC Dealership - N.A.D.A. BUYBACK CERTIFICATE**

942733634

12345 Address Rd. | City, ST 55555 « 888-888-8888

OFFER EXPIRES

MONTH XXTH, 20XX

Make available  
up to:

**Four Thousand Dollars and 00/100**

**\$ 4,000.00**

To the order of:

**John Smith**

**CONFIRM YOUR VEHICLE VALUE BY VISITING:**

**www.JohnWilliams.buymyauto.us**

See Dealership for details

SECURITY CODE: 123XX5

*General Manager*

AUTHORIZED SIGNATURE

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