a. ID Number		COPY TO BE PRESENTED AT ABC DEALERSHIP FOR PROOF OF ELIGIBILITY
00-125-4457895		AMMS No. 9427-33634

b. Phone Number	1. Buy Back Vehicle Year	2. Eligible Vehicle Years
888-555-5555	XXXX	NEW 2010, 2011
c. Program Servicing Center **Dealership Name** **123 Any Street** **AnyTown, USA 55555**	3. Vehicle Make XXXXXX	4. New Vehicle Make
	5. Vehicle Model XXXXXX	6. New Vehicle Model
	7. Est. Original M.S.R.P. $XX,XXX*	8. Estimated Interest Rate 0.00%*
d. Addressee's Personal ID Number 00-1256874-56238	9. Estimation Date 00/00/20XX	
e. name, address, and ZIP code **** 5-DIGIT 33917 2/1 **** Variable Name 9427 Corporate Lake Drive Tampa, FL 33634	Est. Black Book® Value **$XX,XXX***	

POWERED BY:

Black Book®

BUY BACK NOTIFICATION

Form **W-007** **Vehicle Purchase Savings Statement** **2010**

JOHN SMITH,
YOUR YEAR MAKE MODEL IS WORTH $XX,XXX!*

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.

ABC DEALERSHIP • 555 Any Street • City, US 55555 • (888) 555-5555

*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 "