



<First>'s, Super Six

< MATCH SEQ # >

24



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Receive \$2,000 Cash Back

27

We will pay your sales tax

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ZERO payments for 6 months

29

FREE Oil changes for a year

30

All vehicles priced \$3,000 BELOW M.S.R.P.

31

GET 0% a.p.r. for 60 months



THE

<LAST> FAMILY CALENDAR

<First>, ABC Dealership is having their very first **Super Six - Final Days Sales Event!**

The **SAVINGS** that are being offered for this special event have never been combined, to create the **largest reduction in total cost of a brand new vehicle, EVER.** You are one of only 300 families to receive this special invitation. This offer will not be made public and will not be offered to anyone without this invitation in-hand when visiting ABC Dealership.

Visit ABC Dealership on any day between December 26th - 31st, 20XX and **Pick any or all of the incentives you wish to be applied to the purchase of your brand new vehicle.**

REMEMBER YOU MUST BRING THIS INVITATION WITH YOU TO THE DEALERSHIP!

We will also buy back your old vehicle for as much as **XX% or \$X,000 over Book Value.** With all of these incentives you could be **driving a brand new 20XX vehicle with a payment that may be equal to or LESS THAN YOU ARE CURRENTLY PAYING!**

Receive your holiday gift by visiting: www.<Name>.buymyauto.us

SECURITY CODE: 123XX5

*Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loan is subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Excludes tax, title and license. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. "Super Six. Six ways in Six Days - Copyright © 2007 American Marketing & Mailing Services, Inc. All Rights Reserved." See dealership for all additional details.

<Last> Family,
Receive \$2,000 Cash Back

Offer applies to select 20XX/20XX Vehicles. Each incentive can be used only once per transaction. 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 12/31/XX. See dealer for details.

<Last> Family,
We will pay your sales tax

Offer applies to select 20XX/20XX Vehicles. Each incentive can be used only once per transaction. 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 12/31/XX. See dealer for details.

<Last> Family,
Make ZERO payments for 6 months

Offer applies to select 20XX/20XX Vehicles. Each incentive can be used only once per transaction. 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 12/31/XX. See dealer for details.

<Last> Family,
Get FREE Oil changes for a year

Includes 5 qts. of oil; synthetic oil and diesels not included. Some models may be slightly higher. Coupon must be presented at time of write-up. Cannot be combined with any other coupons or in-store specials. Does not include sales tax and hazardous waste disposal. See dealer for details.

<Last> Family,
All vehicles priced \$3,000 BELOW M.S.R.P.

Offer applies to select 20XX/20XX Vehicles. Each incentive can be used only once per transaction. 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 12/31/XX. See dealer for details.

<Last> Family,
GET 0% a.p.r. for 60 months

Offer applies to select 20XX/20XX Vehicles. Each incentive can be used only once per transaction. 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 12/31/XX. See dealer for details.

WHERE?

ABC DEALERSHIP

12345 Anywhere St.
City, St. 33333

888-888-8888

www.AbcDealership.com