

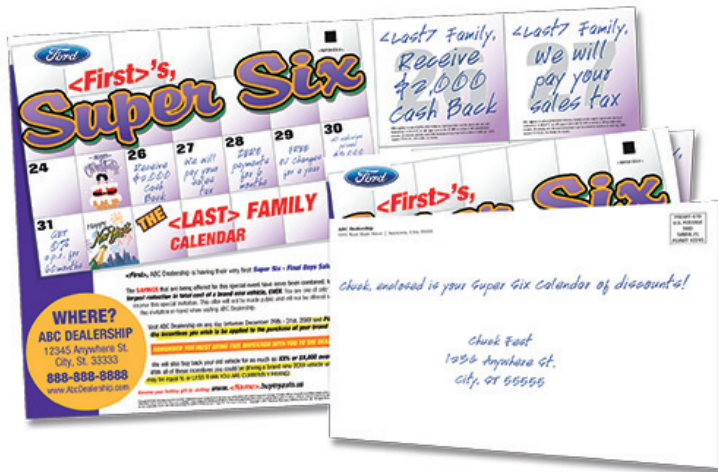
Super Six

24 26 27 28 29 30

Campaign Specs

RIALTO Mailer

4/0 - 8.5 x 14 - 3 Up Check w/ Bleed
with Six perffed coupons. Bi-fold with quarter fold
up, inserted into a 6 x 9 Match Mail Envelope
(Font = Handwriting - 38pt)



FOCUS:

Super Six. Six ways in Six Days Sales Event
with Service and Sales Incentives

EFFECTIVE TIME PERIOD:

Six days between Christmas & New Years, Annually

GIVEAWAYS/PREMIUMS:

Pick any or all of the incentives you wish to be applied
to the purchase of your brand new vehicle

CAMPAIGN ENHANCEMENTS:

PURL - "Receive your holiday gift by visiting:"
Match Mail- with Handwritten Addressed Envelope
6 Coupons - individually perforated for authentic look/feel

SPECIAL INCENTIVE CONSIDERATIONS:

- 6 Changeable Sales/Service Offers:
- Receive \$2,000 Cash Back
 - We will pay your sales tax
 - Make ZERO payments for 6 months
 - Get FREE Oil Changes for a year
 - All vehicles priced \$3,000 BELOW M.S.R.P
 - GET 0% a.p.r. for 60 months