

Credit Card PAYOFF EVENT



CAMPAIGN SPECS

RIALTO Mailer

4/0 - 8.5" x 14" Letter Mailer w/ Bleed- Double Folded into a #10 Windowed Envelope



FOCUS:

Credit Card Payoff Event- Letter Mailer,
Seasonal- 1st Quarter of the Year

GIVEAWAYS/PREMIUMS:

Receive \$25 Advantage Discover® Card with test drive

CAMPAIGN ENHANCEMENTS:

Receive an additional offer with online purl registration
Receiving a \$ amount off MSRP- Dealer's discretion on amount
Receive up to \$3,000 towards paying off credit cards

SPECIAL INCENTIVE CONSIDERATIONS:

Vehicles marked down below MSRP
Payment equal to or less than your current payment
Trade in your vehicle for \$\$ over book value