

NEW YEAR SALE-A-BRATION

2018

CAMPAIGN SPECS



RIALTO Mailer

4/0 - 8.5" x 14" Letter Mailer w/ Bleed- Double Folded

FOCUS:

Start the Year with Lower Payments! A New Year, New Payment theme- making room for new vehicles, dealer selling a certain amount of vehicles at low prices

GIVEAWAYS/PREMIUMS:

Test Drive Special- \$25 GiftCard PASS
Trade-In Assistance Voucher

CAMPAIGN ENHANCEMENTS:

Test Drive Special- \$25 GiftCard PASS with online purl registration
0% APR Financing
\$0 Down on Select Models

SPECIAL INCENTIVE CONSIDERATIONS:

Vehicles marked down below Invoice
Cash Back option
Lease options for 2 featured vehicles