



< FIRST >, THE REGIONAL MARKET VALUE STATED BY THE BLACK BOOK® FOR A VEHICLE IS:

POWERED BY

Black Book®

YEAR MAKE/MODEL < BB AVG VAL >

<First>,

Come join us for our **Memorial Day Save-A-Thon Event!** ABC Dealership is reaching out to valued customers who own certain high demand vehicles like the <Year Make Model>. 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. **<First>**, **We must restock our pre-owned inventory right now!**

We're blowing out all the remaining 20XX vehicles. All in-stock 20XX's will be marked down as much as \$5,000 below M.S.R.P!* Brand new 20XX vehicles will be marked down by as much as \$X,000 and up to \$3,000 cash back on select vehicles! In order to take advantage of this unprecedented offer, you must bring this invitation to ABC Dealership by Month XXth. Call (888) 888-8888 to schedule a convenient appointment today!

Sincerely,
Manager Dame
Managers Title



ABC DEALERSHIP

1234 Main St. | Anytown, FL 12345

888.888.888

www.abcdealership.com

4 DAYS ONLY

Monday-Friday

Month XX-XX,20XX

Sales Hours: Mon-Fri: Xam-Xpm | Sat: Xam-Xpm

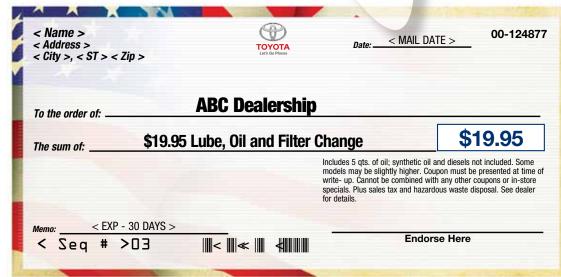
0% O DOWN

00-124875

*Copyright © 2018 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (average) Trade-in value and subject to adjustment for mileage and condition.







DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE:

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE:

BELOW THIS LINE
TITUTION USE:

DO NOT WRITE, STAMP OR SIGN RESERVED FOR FINANCIAL IN

Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazard waste disposal.

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.

Coupon must be presented at time of write up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax and hazard waste disposal.

ENDORSE HERE





