



BIGGEST SALES EVENT OF THE YEAR



VEHICLES WILL BE FLYING OFF OUR LOT DUE TO THE LOW PRICES! WHAT WE PAY IS WHAT YOU PAY, ONLY DURING THIS EVENT! THERE IS NO TIME TO WASTE!

SPRING SAVINGS SALES EVENT

GOING ON ONLY AT

ABC DEALERSHIP
5555 ANYWHERE ST.
ANYWHERE, US 55555
888-888-8888

4 DAYS ONLY
THURSDAY XX
FRIDAY XX
SATURDAY XX
SUNDAY XX

SPRING SAVINGS SERVICE OFFERS

LUBE, OIL & FILTER CHANGE

\$19⁹⁵

INCLUDES:
• Up to 5 Quarts of Oil
• Install New Oil Filter
• Check and Top Off All Fluids
• Genuine Toyota Parts
• Lubricate Chassis

Oil and filter synthetics all extra. Visit only on US Engines.

Excludes taxes, license, title, and other available or regionally required equipment. Dealer sets actual price. © 2017 American Marketing & Mailing Services, Inc. All Rights Reserved. *MSRP. Excludes taxes, license, title, and other available or regionally required equipment. Dealer sets actual price.

PARTS OR SERVICE

\$50 OFF

Minimum Purchase of \$200

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ABC DEALERSHIP
5555 Anywhere St.
Anywhere, Us 55555



ABC DEALERSHIP'S
SPRING SAVINGS
SALES EVENT

<First>
YOU COULD BE THE WINNER OF



LOOK INSIDE TO SEE WHAT YOU HAVE WON!

<First> Come into ABC Dealership and check out
THE ALL NEW FORD LINE UP

2018



ABC DEALERSHIP'S

SPRING SAVINGS SALES EVENT

<First>

Our new 20xx <Makes> are coming in and we need to make room for them. The best way to move these vehicles is to offer Spring Saving to everyone. The Spring Savings Sales Event will showcase all new and used vehicles at what our employees pay for them. This event does not happen very often, but when it does the customers always win.

We also need to replenish our quality pre-owned inventory with high demand vehicles like your <Year> <Make> <Model> or similar vehicle. Due to the appeal of these quality pre-owned vehicles nationwide, it has been almost nearly impossible for dealerships like ourselves to replenish our pre-owned vehicles inventory.

You must bring this invitation to ABC Dealership by Month 00 to take advantage of these offers. You may also call 888-888-8888 to schedule a convenient appointment today!

<FIRST> WE NEED YOUR VEHICLE

The average regional market value stated by the blackbook® for your vehicle is:

\$XX,XXX

Offer for the trade of your vehicle

up to **\$XX,XXX**

Vehicle Buy Back Assistance

up to **\$X,XXX**

That is over \$5,000 more than the estimated value today and could be worth more if it is in "Excellent" Condition!

POWERED BY Black Book

20XX FORD MUSTANG

Stock #123456678 - MSRP \$XX,XXXX

<First> Buy for only **\$XX,XXX**

or as low as **\$XX**



20XX FORD F150

Stock #123456678 - MSRP \$XX,XXXX

<First> Buy for only **\$XX,XXX**

or as low as **\$XX**



20XX FORD FIESTA

Stock #123456678 - MSRP \$XX,XXXX

<First> Buy for only **\$XX,XXX**

or as low as **\$XX**



Prices for all vehicles shown are estimated after trade-in value* See dealer for entire selection of vehicles

AS LOW AS **ZERO** % APR FINANCING

ZERO MONEY DOWN

ZERO PAYMENTS FOR 90 DAYS

DO NOT MISS THE YEARS BIGGEST SALES EVENT!
4 DAYS ONLY!

THURSDAY XX FRIDAY XX SATURDAY XX SUNDAY XX

<First> You're
YOU ARE A WINNER ALREADY!!!

- I. \$25.00 CASH
- II. \$50.00 CASH
- III. **\$5,000 CASH**
- IV. \$200.00 CASH
- V. \$500.00 CASH

YOUR PERSONAL NUMBER:
XXXX-XXXX-XXX

MATCH THIS NUMBER AT THE DEALERSHIP TO SEE WHAT YOU HAVE WON!

TEST DRIVE SPECIAL

Come into ABC Dealership and Take a test drive in any NEW 2018 vehicle and receive a Gift Card Pass.

\$10



Bring your winning total to ABC Dealership to claim prize.

PRE-OWNED SUPER STORE

YEAR	MAKE	MODEL	STOCK #	PRICE	YEAR	MAKE	MODEL	STOCK #	PRICE
2011	LEXUS	CT 200H	B2014766	\$15,803	2013	HONDA	CR-V	DL034312	\$18,852
2016	TOYOTA	COROLLA	GP380837	\$15,952	2016	JEEP	COMPASS	GD809926	\$18,952
2014	TOYOTA	COROLLA	EP122499	\$15,991	2016	HYUNDAI	VELOSTER	GU278438	\$19,952
2012	TOYOTA	RAV4	CW145605	\$16,952	2014	BMW	328	EP601321	\$20,803
2014	FORD	MUSTANG	ES279093	\$16,961	2008	FORD	F-150 SUPERCREW	8FA72538	\$20,991
2013	HONDA	CR-V	DH516706	\$17,452	2015	SUBARU	OUTBACK	F3239198	\$22,952
2013	TOYOTA	HIGHLANDER	DS095010	\$17,452	2012	TOYOTA	TACOMA	CM085493	\$23,575
2016	JEEP	CHEROKEE	GW207434	\$17,592	2013	TOYOTA	HIGHLANDER	DS109274	\$24,452
2011	TOYOTA	AVALON	BU391359	\$17,952	2016	HONDA	ACCORD	GA023375	\$24,452
2014	TOYOTA	TACOMA	EX044335	\$17,991	2015	TOYOTA	TACOMA	FM192145	\$25,844

SPRING SAVINGS ON ENTIRE INVENTORY