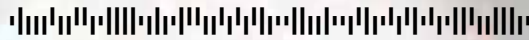


4TH OF JULY SAVE-A-THON

< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >



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

YEAR MAKE/MODEL
< YEAR > < YEAR MODEL >

< BB AVG VAL >

POWERED BY **Black Book**

< First >,

Come join us for our 4th of July 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 \$X,XXX below M.S.R.P!* Brand new 20XX vehicles will be marked down by as much as \$X,XXX and up to \$XXX 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 Name
Managers Title

ABC DEALERSHIP

1234 Main St. | Anytown, FL 12345

888.888.8888

www.abcdealership.com



4 DAYS ONLY

Monday-Thursday

Month XX-XX, 20XX

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

Date: < MAIL DATE > Voucher #: 00-124875

To the order of: ABC Dealership

Amount: \$500.00

Memo: Expires XXXXXX

Date: < MAIL DATE > Voucher #: 00-124876

To the order of: ABC Dealership

Amount: \$100 OFF

Memo: Expires XXXXXX

Date: < MAIL DATE > Voucher #: 00-124877

To the order of: ABC Dealership

Amount: \$19.95

Memo: Expires XXXXXX

< Name >
< Address >
< City >, < ST > < Zip >

Date: < MAIL DATE > 00-124875

ABC Dealership

To the order of: _____

The sum of: **\$500 towards purchase of new vehicle** **\$500.00**

Memo: Expires XX/XX/XX
< Seq # > 01

Endorse Here

All offers with approved credit, exclude tax, tag, registration and title. Must take delivery from dealer stock. Pictures are for illustration purposes only. Dealer not responsible for typographical errors. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. Must purchase new vehicle at addendum.

< Name >
< Address >
< City >, < ST > < Zip >

Date: < MAIL DATE > 00-124876

ABC Dealership

To the order of: _____

The sum of: **\$100 OFF any parts or service** **\$100 OFF**

Memo: Expires XX/XX/XX
< Seq # > 02

Endorse Here

Coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. See dealer for details.

< Name >
< Address >
< City >, < ST > < Zip >

Date: < MAIL DATE > 00-124877

ABC Dealership

To the order of: _____

The sum of: **\$19.95 Lube, Oil and Filter Change** **\$19.95**

Memo: Expires XX/XX/XX
< Seq # > 03

Endorse Here

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. Plus sales tax and hazardous waste disposal. See dealer for details.

*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.