

< First >, You're invited to attend the

Christmas in July

SALE

July XXth - XXth
@ Abc Dealership



<First>

555 West Main St. Anytown, ST 55555
555-555-5555 | www.ABCDealership.com

For this week only, **ABC Dealership** will be holding our Christmas in July Sale. **ABC Dealership** has received a shipment of **New 20XX** inventory. With factory rebates and discounts up to \$X,XXX OFF MSRP on **New 20XX** vehicles, with generous trade-in values, we feel confident that you can make this exchange with little or no out of pocket expenses and with a monthly payment that fits your budget.

Take advantage of finance rates as low as **0% APR** for 60 months on select models' in lieu of factory rebates. With so much to offer and so much to save you can't afford to miss this sales event!

PLUS < First >! You are definitely a winner of one of these prizes below!

You will receive
one of these
5 AWARDS just
for coming in!**

- I. **\$5000.00 CASH**
- II. **\$500.00 WALMART GIFT CARD**
- III. **\$50.00 HOME DEPOT GIFT CARD**
- IV. **\$5.00 OUTBACK GIFT CARD**
- V. **\$250.00 TARGET GIFT CARD**

SCRATCH, MATCH & WIN!!!

**AWARD
NUMBER
< SEQ # >**

Bring this into Abc Dealership and match your number to the Prize board in our showroom.

**CONTEST RULES AND REGULATIONS: No purchase necessary. No submission to sales presentation or test drive required. Purchase does not increase chances of winning. Void where prohibited. Contest is open to (residents of/legal US citizens) who are 18 years of age or older and in possession of a valid driver's license. Employees of (Dealer, Broker, related sponsors) and immediate family members of employees or members of the same household are ineligible. Contest may be attended at ABC Toyota Dealership. Contest expires XX/XX/XX at 8pm. Offer non-transferable. Odds of winning prizes I, II, III, and V are 1:20,000. Odds of winning prize IV are 19,996 in 20,000. Winners must show proper I.D. along with this personalized letter. The winner will assume any federal, state tax and license liability that may be incurred. Any unclaimed prizes will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All valid claimed prizes will be awarded. Employees of dealership and their families are not eligible to win. The dealership listed in this advertisement and their marketing firm and its agency are not responsible for typographical errors. See complete rules available at sponsor location for details.

<Name>
<Address>
<City>, <ST> <ZIP>



Christmas in July
CASH BACK ALLOWANCE

AMOUNT
OF UP TO:

XXXX Thousand Dollars & 00/100

UP
TO

\$X,000.00*

TO THE
ORDER OF:

ABC Dealership of Anytown

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



AUTHORIZED SIGNATURE