

◀ FIRST ▶, JOIN US FOR ABC DEALERSHIP'S



BUY-BACK EVENT Month XXTH - XXTH

| | | |
|-------------------|---------------------|-------------------|
| FRIDAY Xam-Xpm | SATURDAY Xam-Xpm | SUNDAY Xam-Xpm |
|-------------------|---------------------|-------------------|



< First >,

As a preferred customer of ABC Dealership, it is our pleasure to offer you a unique opportunity. We want to buy your current vehicle and we are prepared to offer you up to \$X,XXX over Black book® average Trade-In value.*

This private buy back offer is just for you and will not be advertised to the general public.

< First >, best of all when this special offer is combined with FACTORY INCENTIVES & low APR FINANCING, it may allow you to upgrade into a quality < Make > with a payment that is equal to or less than what you currently pay. So don't delay because this offer expires on XX/XX/17 at XXpm.

ABC DEALERSHIP

1234 Anywhere St. | 888.888.8888
Any City, ST 33333 | www.abcdealership.com

< First >, Receive a
FREE
Apple™ iPad™
with Every New Vehicle Purchase!

ABC Dealership
is offering YOU cash over
Blackbook for your vehicle!
up to **\$X,XXX**

POWERED BY **Black Book®**



^iPad™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi (\$499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion.*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. See dealership for details.

ABC Dealership
123 Anystreet • Anytown, State 33333
1-888-555-5555 • www.abcdealership.com

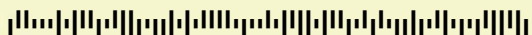


Memo: Expires XX/XX/17

The amount: **\$X,XXX Back to School Car Buying Grant**

UP TO **\$X,XXX**

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



General Manager
General Manager

NOT A CHECK - NON-NEGOTIABLE