

<FIRST>



PEEL YOUR PAYMENT BACK



TOYOTA
Let's Go Places

ABC DEALERSHIP

123 Anystreet
Anytown, State 33333
555.555.5555
www.ABCdealership.com



PRESRT-STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT #2245

< Name >
< 4321 Salisbury Ave >
< Plant City >, < FL > < 33566-7347 >



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TOYOTA
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ABC DEALERSHIP

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XX**

45/mo⁺
MSRP \$XX,XXX

Vehicle is after all available manf. rebates & dealer discounts
due-in value. Monthly payment based on XX% financing for XX months.

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At Abc Dealership, we take pride in our ability to notify you when an opportunity exists for you to **UPGRADE TO A NEW VEHICLE**, months before you ever thought possible. The quote included is based upon several key factors including; current incentives, finance rates & the estimated value of your < Year > < Make > < Model >, it is now possible for you to upgrade to a < Year > < Make > < Model >. These key factors change periodically, so we encourage you to stop in or contact us at your earliest convenience to discuss this limited time offer. This quote is only good for (maildate+30days).

The quote included takes into account all equity available in your < Year > < Make > and excludes tax, title, registration & dealer documentation fees. We hope you find this information beneficial and will seriously consider upgrading to a < Year > < Make > < Model > while the opportunity exists.

Call me at <phone> to schedule your Private test drive and a on-site professional vehicle appraisal to confirm our quote. We sincerely appreciate your patronage and look forward to speaking with you soon.

Name
New Car Sales Manager

POWERED BY *Black Book*

*Deductions may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Status may vary from the time data was compiled. All Advertised Personal Purchase Prices for featured vehicles are after all available manufacturer rebates, dealer discounts & estimated (Average) trade-in value of \$X,XXX, stated by Black Book® for the trade of a <Year Make Model> with no lien. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Excludes tax, title, license & dealer fee. †With approved credit only. Loan subject to lending institutions final approval. ‡Limit one loan per vehicle. Loan amount cannot exceed purchase amount. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. ©Copyright © 2015 American Marketing & Mailing Services, Inc. All Rights Reserved. †Advertised Personal Purchase Price for this vehicle is after all available mnf. rebates & dealer discounts (up to \$X,XXX), and est. (Average) trade-in value. Monthly payment based on XX% financing for XX months. *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.



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We want to buy your vehicle!
Take the cash or upgrade now!



**BUY THIS
2018 TOYOTA
CAMRY
TODAY
FOR ONLY:**

\$XX,XXX**

or as low as **\$145/mo†**
MSRP \$XX,XXX

Advertised Personal Purchase Price for this vehicle is after all available mnf. rebates & dealer discounts (up to \$X,XXX), and est. (Average) trade-in value. Monthly payment based on XX% financing for XX months.

