

ABC DEALERSHIP'S MONSTER INVENTORY CLEARANCE EVENT

3 DAYS ONLY!

OCTOBER XXTH - XXST



<First>,

You are cordially invited to our **MONSTER CLEARANCE EVENT**. **WE MUST CLEAR OUT OUR IN-STOCK VEHICLES** in order to make room for our 20XX shipments. We will be offering ghoulishly low prices on all select models. **You can save** as much as **\$X,XXX BELOW M.S.R.P.* on NEW 20XX & 20XX** vehicles.

Plus, your current vehicle status may qualify you to receive **TOP DOLLAR** for your **TRADE**, as much as **\$X,XXX OVER BOOK VALUE!*** You could be driving away in a **NEW 20XX** vehicle with little or no money out of pocket and a payment that may be equal to or less than your current payment.



<First>,
SCAN THIS CODE NOW
to view our inventory!

Use any free QR code scanner smartphone app to scan.

Or visit your personal webpage for an additional offer you can't resist:

Use Security Code: <Sec. code>

www.<Name>.buymyAuto.us

<FIRST>,
YOU CAN SAVE
as much as:
\$X,000*
BELOW
MSRP


DEALERSHIP
— LOGO HERE —



ABC DEALERSHIP'S MONSTER

INVENTORY CLEARANCE EVENT

Dear < First >,

I am personally inviting you to our
Monster Clearance Event.

We have 20XX < Models > that must
be sold to make room for our New
20XX models.

You could drive away in a new
< Make > for as low as \$X,XXX
below MSRP.

Sincerely,

Mike Murphy
Owner

< First >,
Call Me Today!
(555) 555-5555

Monday - Friday: 9am - 6pm | Saturday: 10am - 8pm | Sunday: Closed
1-555-555-5555 | www.abcdealership.com | 123 Anystreet Dr. | Anytown, ST 33333

*Purchase price will be based on the lesser of 30% off or \$X,XXX over <BOOK VALUE TYPE>. Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Status may vary from the time data was compiled. \$X,XXX off MSRP only on select in-stock vehicles. Cannot be combined with coupon or in store specials. Total TRADE ALLOWANCE in lieu of all manufacture rebates & dealer incentives. All rebates and discount selections must be presented at time of write-up. Offer expires XXXX/20XX. 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 © 2018 American Marketing & Mailing Services, Inc. All Rights Reserved*