

Dear <Variable First>,

I am sending you this letter to let you know about our new Certified Auto Approval Program. This is a finance program being introduced for a very limited time at our dealership.

We have teamed up with local and national lenders to help people with past credit problems get approved for a auto loan to purchase a new or pre-owned vehicle, and begin to re-establish credit.

We have a complete understanding of the challenges in obtaining an auto loan. As General Manager I want to personally invite you to take advantage of our Certified Auto Approval Program.

Call me today at 555-555-5555 to set up an appointment. I will not be able to offer you this opportunity after <Date>. This program will expire.

<General Manager>

We have created a special website  
for this program.

[www.PurName.GetApproval.us](http://www.PurName.GetApproval.us)

**ABC Dealership**

5555 West Main Street • Anytown, USA 55555