

< First >, You're invited to attend the
ABC Dealership

CHRISTMAS CLEARANCE EVENT



For this week only, **ABC Dealership** will be holding the final clearance sales event of the year. **ABC Dealership** has received a special shipment of **New 2016** inventory for this event. With factory rebates and discounts up to \$6,000 OFF MSRP on **New 2016** 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.

< First >, 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!

EVENT HOURS

Dec. XXth
thru
Dec. XXth
XXam-XXpm

CHRISTMAS CLEARANCE EVENT!

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



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

SCRATCH, MATCH & WIN!!!

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

- I. **\$1000.00 CASH**
- II. **\$500.00 WALMART GIFT CARD**
- III. **\$250.00 HOME DEPOT GIFT CARD**
- IV. **\$25.00 OUTBACK GIFT CARD**
- V. **\$10.00 TARGET GIFT CARD**

AWARD
NUMBER
< SEQ # >

**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 XXX/XXX at 8pm. Offer non-transferable. Odds of winning prizes I, II, III, and IV are 1:20,000. Odds of winning prize V are 19,999 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.

ABC Dealership
555 West Main Street • Anytown, ST 55555
555.555.5555



Expires 12/XX/16

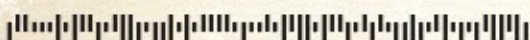
Trade Assistance Voucher

THE
AMOUNT
OF UP TO:

One Thousand Dollars 00/100

\$1,000.00

PAY TO THE ORDER OF:
< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >



Manager Name

AUTHORIZED SIGNATURE

Must present upon arrival. Not an actual check.

This is not a check. Nonnegotiable. Present upon arrival. Cannot be used in conjunction with any other offer. See dealer for details.