



10/12/2012

Dear Robert,

Due to recent events in Japan, production of new vehicles have been dramatically impacted. The slow down in supply of these vehicles has generated a huge demand for clean pre-owned vehicles. Prices of pre-owned vehicles at auto auctions across the U.S. are at a 16 year high. The vehicle you are driving could possibly be worth more today than it was this time last year.

ABC Dealership is now in a desperate situation to immediately restock our pre-owned vehicle inventory. To accomplish this task as rapidly as possible, we are reaching out to select individuals that drive desirable vehicles like yours.

- We will buy your vehicle even if you still owe money on your current lease or loan.
- We will buy your vehicle whether you purchase a new vehicle from us or not.
- We will buy your vehicle for up to **\$4,000 OVER Black Book® Value.**

TIME IS OF THE ESSENCE! Call and schedule your vehicle appraisal before <Date 1> and we will pay for your gas. You will receive a FREE \$10 Gas Card** for simply bringing your vehicle and this letter to ABC Dealership and allowing us the opportunity to appraise your vehicle or test driving a new one.

Robert, you must act now. This offer will no longer be valid after <Date 2>. Any additional inventory needed will be acquired at auction.

Call 800-555-5555 today and schedule your appointment. The vehicle appraisal process takes about 20 minutes. When you come in, one of our certified appraisers will review your vehicle and present you with your cash offer.

Sincerely,

Jonathan Manager
General Manager

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012345

Robert,
Black Book lists the average value of your 2006 Toyota Sequoia as \$13,395.27
I think it's worth more!

I need your vehicle and I am prepared to make you a very aggressive offer. I'll even pay for your gas.
Call Me Personally
123-456-7890
Jonathan



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