

# MODEL YEAR 'END CLEARANCE

< FIRST >, JOIN US AT ABC DEALERSHIP FOR OUR

< Endorse >  
 < Name >  
 < Address >  
 < City >, < ST > < Zip >



ABC DEALERSHIP BUY BACK DETAILS FOR A < YEAR MAKE MODEL >

BLACK BOOK® VALUE: < BB AVG VAL > BUY BACK OFFER: < COMPUTED VAL >

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< First >, You are invited to our Year End Clearance Event. WE MUST CLEAR OUT OUR IN-STOCK VEHICLES in order to make room for our 20XX shipments. We will be offering low prices on all select models. NEW 20XX & 20XX vehicles will be marked down by as much as \$X,XXX BELOW M.S.R.P.\*

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.

Sincerely,  
*General Manager*  
 General Manager



**MON.XX<sup>TH</sup> THRU  
 MON.XX<sup>TH</sup> 2017**

**ABC DEALERSHIP**

5555 Anywhere Str. City, ST 33333  
 888.888.8888 | www.abcdealership.com  
 SALES HOURS: MON - SAT 9:00AM - 9:00PM | SUN 10:00AM - 6:00PM

2017 Nissan Maxima  
**\$X,XXX**  
 DUE AT SIGNING  
 Lease for \$XXX/mo for XX/mo



\*XX month lease, 12K miles per year. MSRP: \$XX,XXX. Plus taxes, title, and administrative charge, and license charge with approved credit. See dealer for details. Offer Expires X/XX/XX.

2017 Nissan Rogue  
**\$X,XXX**  
 DUE AT SIGNING  
 Lease for \$XXX/mo for XX/mo



\*XX month lease, 12K miles per year. MSRP: \$XX,XXX. Plus taxes, title, and administrative charge, and license charge with approved credit. See dealer for details. Offer Expires X/XX/XX.

2017 Nissan Titan  
**\$X,XXX**  
 DUE AT SIGNING  
 Lease for \$XXX/mo for XX/mo



\*XX month lease, 12K miles per year. MSRP: \$XX,XXX. Plus taxes, title, and administrative charge, and license charge with approved credit. See dealer for details. Offer Expires X/XX/XX.

POWERED BY *Black Book*

\*\*Total Buy Back Adjustment in lieu of cash, with all manufacturer rebates & dealer incentives. All rebates and discount selections must be presented at time of write-up. 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. Must purchase at full address of mail by the U.S. Postal Service. Copyright © 2017 American Marketing & Mailing Services, Inc. All Rights Reserved.

< First >, Get an additional \$500 DISCOUNT from ABC Dealership when you CALL 888.888.8888 to schedule an evaluation on your trade-in.

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Dealership  
 Anywhere Str. • City, ST 33333  
 8888 • www.abcdealership.com

Date: < MAIL DATE > 00-124875

Order of: < Name >

Offer for the trade of a < Year Make Model > **< COMPUTED VAL >**

Expires XX/XX/XX

# >01

*General Manager*  
 Endorse Here

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Dealership  
 Anywhere Str. • City, ST 33333  
 www.abcdealership.com

Date: < MAIL DATE > 00-124876

< Name >

Down payment Assistance Voucher **\$1,500**

Expires XX/XX/XX

# >02

*General Manager*  
 Endorse Here

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Dealership  
 Anywhere Str. • City, ST 33333  
 www.abcdealership.com

Date: < MAIL DATE > 00-124877

< Name >

\$19.95 Oil Change **\$19.95**

Expires XX/XX/XX

# >03

*General Manager*  
 Endorse Here

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Dealership  
 Anywhere Str. • City, ST 33333  
 www.abcdealership.com

Date: < MAIL DATE > 00-124878

< Name >

\$50.00 off Next Service **\$50.00**

Expires XX/XX/XX

# >04

*Service Manager*  
 Endorse Here