

# ABC DEALERSHIP

# Memorial Day SALE

< First >

According to our records, you may own a < Year Make Model > or something similar. ABC Dealership is interested in purchasing your vehicle. There has been an unprecedented increase in pre-owned vehicle sales and our pre-owned inventory is being depleted.

We are in need of < Year Make Models > or something similar because they are in a peak trade cycle. ABC Dealership wants to make you an offer for this vehicle and there is no purchase necessary!

ABC Dealership is prepared to make you an aggressive offer to purchase this vehicle from you whether you are trading or not. Take the cash and walk away, or trade up to a new 20XX Toyota. It's your choice.

Call **888-888-8888** and reserve a no obligation appointment time for us to look over your vehicle and confirm an offer for your vehicle. Due to increased demand for your vehicle, **we are prepared to give you up to \$4,000 MORE\*\*** than the Black Book® value on your trade-in, only during this four-day event. Hurry - you may never see an opportunity like this again.

Sincerely,

*General Manager*

General Manager

*Demand for your car is at an all-time high.*

**We're willing to give you \$4,000 MORE\*\* than the Black Book® value on your trade-in!**

**CALL TODAY at 888.888.8888 to schedule an evaluation on your trade-in**

## WHEN

**MONTH XX, XX, XX**

**MON-FRI: XXAM - XXPM**

**SAT: XXAM - XXPM**

**SUN: XXAM - XXPM**

## WHERE

**1234 ANYWHERE ST.  
ANY CITY, ST 33333**

**(888) 888-8888**

**WWW.ABCDEALERSHIP.COM**

### OFFICIAL BUY BACK DETAILS FOR:

< Year Make Model >

**BLACK BOOK VALUE: < BB AVG VAL >\***



**YOU MAY BE THE WINNER OF A NEW 20XX TOYOTA COROLLA\***

< First >, You've been assigned a winning number below!

Bring this mailer in with you and match it to the prizeboard to see if you won!!

**YOUR WINNING NUMBER: < SEQ # >**

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\*\*Total Buy Back Adjustment in lieu of est. value, 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 addendum or MSRP.

### BUY BACK OFFER:

**< COMPUTED VAL >**

must purchase new vehicle at MSRP

POWERED BY *Black Book*

+CONTEST RULES AND REGULATIONS: Prize supplied by ABC Dealership 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 Dealership. Contest expires XX/XX/20XX at 11pm. Offer non-transferable. Odds of winning prize is 1 in XX,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 prize will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All validly 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 sponsorship for details. See dealer for details. \*Copyright © 2019 American Marketing & Mailing Services, Inc. All Rights Reserved.



**TOYOTA**

**United We Stand**

Valid Thru XX/XX/20XX

The Amount of up to: **Two Thousand Dollars.....00/100 cents**

**\$2,000.00**

To the Order of: < Endorse >  
< Name >  
< Address >  
< City >, < ST > < Zip >



*General Manager*

NOT A CHECK - NON-NEGOTIABLE