

Awesome FALL Savings

Campaign Specs

IGEN Mailer

4/0 - 8.5x14 Flyer
Paper Stock # R1003
Envelope 113C

FOCUS: Fall (Sep. 23)
Mails in September/October

**CAMPAIGN
ENHANCEMENTS:**
Sales Offers

Awesome FALL Savings

< First >, You are invited to our Fall Buy Back Event!

Dear < First >,

You are invited to attend our Awesome Fall BUY BACK EVENT. Your high demand vehicle status currently qualifies you to receive TOP DOLLAR for your trade-in worth an amount **OVER ITS AVERAGE BLACK BOOK® VALUE.**

With current high manufacturer rebates, special dealer incentives, and low interest rates, you may drive away in a NEW 20XX with a payment equal to or less than your current payment and little or no money out of pocket.

YOUR VEHICLE IS IN HIGH DEMAND! We must restock our pre-owned inventory. No purchase is necessary. **WE NEED VEHICLES LIKE YOURS.**

ACT NOW! Contact us today to lock in this offer. Future allow your vehicle to lose its current value. This offer is

Sincerely,
ABC Dealership Manager
ABC Dealership Manager

When
MONTH XXth to XXth
Fri: XXXam-XXXpm
Sat: XXXam-XXXpm
Sun: XXXam-XXXpm

Where
ABC Dealership
1234 Main Street | City, ST 00000
888.888.8888
www.abcdealership.com

The Regional Market Value stated by Black Book® for a
• Year Make Model •
or something similar is:

\$XX,XXX

HYUNDAI

Lower your payments and upgrade into a NEW BRAND! Only at ABC DEALERSHIP!

Two Thousand Dollars.....00/100 cents \$2,000

ABC Dealership
1234 Main Street • City, ST 00000
888-888-8888 • www.abcdealership.com

ABC Dealership
1234 Main Street • City, ST 00000
888-888-8888 • www.abcdealership.com

Two Thousand Dollars.....00/100 cents \$2,000

ABC Dealership
1234 Main Street • City, ST 00000
888-888-8888 • www.abcdealership.com