

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; as much as \$2,000 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 vehicle demand trends may allow your vehicle to lose its current value. This offer is only good through XX/XX/XX.

Sincerely,

POWERED BY 

ABC Dealership Manager

ABC Dealership Manager



LET US BUY BACK YOUR VEHICLE!
WE ARE PREPARED TO OFFER YOU
MORE THAN IT IS WORTH!

When

MONTH XXth to XXth

Fri: X:XXam-X:XXpm

Sat: X:XXam-X:XXpm

Sun: X:XXam-X:XXpm

Where

ABC Dealership

1234 Main Street | City, ST 56789

888.888.8888

www.abcd dealership.com

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

\$XX,XXX*

Estimated Black Book® market value is based off of average vehicle condition.



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

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 **ABC Dealership**
1234 Main Street • City, ST 56789
888-888-8888 • www.abcd dealership.com

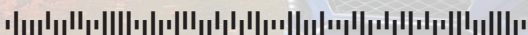
Valid Through XX/XX/XX

THE
AMOUNT OF
UP TO:

Two Thousand Dollars.....00/100 cents

\$2,000**

MAKE
AVAILABLE
TO:
< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >



ABC Dealership Manager

General Manager

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