



<First>, You May be the Winner of  
**\$5,000 Cash<sup>+</sup>**  
 Match your number to the one posted in  
 our showroom! Your number: <Seq>

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> MATCH SEQ # <



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 (888) 888-8888  
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**DEALERSHIP**



<First>, you're invited!





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 Anytown, US 12345  
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# <First>, Just For you! An additional \$1,000\*\*\*

Receive Ford Incentives which will save you up to \$1,000 on the select new vehicle of your choice.\*\*\*

*General Manager*

Sincerely,

Dear <First>,  
 As one of our most valued Ford Customers, I am pleased to personally invite you to a private Ford Event exclusively for a handful of <Make Model> owners. <First>, you may purchase or lease the Ford of your choice for LESS than your current <Make Model> on Day, Month XX<sup>th</sup>, 20XX.  
 This is an event unlike any before. Due to the undisclosed Owner Loyalty Incentives and Vehicle Reimbursement Arrangements for specific <Make Models>, only a few customers are invited to this event. On behalf of ABC Dealership, we are looking forward to seeing you this Day.

POWERED BY *Sketch Book*

Your <Make Model> Will Never Be Worth This Much Again!  
 \$<Loc34>  
 That's \$4,000\* More Than The Estimated Trade-In Value!  
 <First>, 0% Financing For Up To 72 Months  
 combined with \$0 Down\*\* guarantees you'll drive off in a new Toyota for less than your current <Make Model>.