

<FIRST>, JOIN US FOR ABC DEALERSHIP'S



WELCOME

# Back to School

EVENT

< First > ,

As a preferred customer of ABC Dealership, it is our pleasure to offer you a unique opportunity. We want to buy your current vehicle and we are prepared to offer you up to \$X,XXX over Black Book® average Trade-In value.\*

This private buy back offer is just for you and will not be advertised to the general public.

< First > , best of all when this special offer is combined with FACTORY INCENTIVES & low APR FINANCING, it may allow you to upgrade into a quality < Make > with a payment that is equal to or less than what you currently pay. So don't delay because this offer expires on XX/XX/19 at XXpm.

BUY-BACK EVENT

Month

XX<sup>TH</sup> - XX<sup>TH</sup>

FRIDAY	SATURDAY	SUNDAY
Xam-Xpm	Xam-Xpm	Xam-Xpm

## ABC DEALERSHIP

1234 Anywhere St. | 888.888.8888  
Any City, ST 33333 | www.abcd dealership.com



< First > , Receive a  
**FREE**  
Apple™ iPad™  
With Every New Vehicle Purchase!

POWERED BY **Black Book®**



## ABC Dealership

is offering YOU cash for your used vehicle! up to **\$X,XXX**

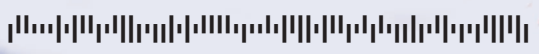
^iPad™ will be provided in the form of an Apple® gift card with a retail value of one 16 GB iPad2™ Wi-Fi (\$499). Apple® and iPad2™ are registered trademarks of Apple Inc. Apple Inc. is not an affiliate/sponsor/endorser of this promotion.\*Copyright © 2019 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (average) Trade-in value and subject to adjustment for mileage and condition. See dealership for details.

**ABC Dealership**  
123 Anystreet • Anytown, State 33333  
1-888-555-5555 • www.abcd dealership.com

Memo: Expires XX/XX/17

The amount: **\$X,XXX Back to School Car Buying Grant** UP TO **\$X,XXX**

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



*General Manager*  
General Manager  
NOT A CHECK - NON-NEGOTIABLE



