

< FIRST >, JOIN US AT

ABC DEALERSHIP'S END OF

# SUMMER EVENT

July 2019						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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



## ABC DEALERSHIP BUY BACK DETAILS FOR A < YEAR MAKE MODEL >

BLACK BOOK® VALUE:

< BB AVG VAL >\*

BUY BACK OFFER:

< COMPUTED VAL >

POWERED BY *Black Book*®

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< First >,

During our End Of Summer Event at ABC Dealership, we are interested in purchasing a < Year Make Model >. There has been an unprecedented increase in pre-owned vehicle sales and our pre-owned inventory is depleted.

We are in need of < Year Make Model >'s 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 vehicle. It's your choice.

Call 888.888.8888 and reserve a no obligation appointment for us to look over your vehicle and make you an offer. Due to increased demand for this vehicle, we are prepared to give you up to \$4,000 MORE\*\* than the Black Book® value on your trade-in, only during this exclusive 3-day event. Hurry - you may never see an opportunity like this again.

Sincerely,

*General Manager*

General Manager



HONDA

# WHEN

MONTH XX<sup>TH</sup>  
THRU  
MONTH XX<sup>TH</sup> 2019

SALES HOURS: MON - SAT 9:00AM - 9:00PM  
SUN 10:00AM - 6:00PM

# WHERE

## ABC DEALERSHIP

5555 Anywhere Str.  
City, ST 33333  
888.888.8888  
www.abcdealership.com

\*\*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.

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ABC Dealership  
5555 Anywhere Str. • City, ST 33333  
888.888.8888 • www.abcdealership.com



Date: < MAIL DATE >

00-124875

To the order of:

< Name >

< COMPUTED VAL >

The amount of:

Offer for the trade of a < Year Make Model >

Coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. See dealer for details.

Memo: Expires XX/XX/XX

*General Manager*  
Endorse Here

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Date: < MAIL DATE >

00-124875

To the order of:

< Name >

\$19.95

The amount of:

One Lube, Oil and Filter Change for only \$19.95

Includes 5 qts. of oil; synthetic oil and diesels not included. Some models may be slightly higher. Coupon must be presented at time of write-up. Cannot be combined with any other coupons or in-store specials. Does not include sales tax, shop supplies, miscellaneous fees or hazardous waste disposal. See dealer for details.

Memo: Expires XX/XX/XX

*General Manager*  
Endorse Here

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Date: < MAIL DATE >

00-124875

To the order of:

< Name >

\$50.00 OFF

The amount of:

\$50.00 OFF Any Parts or Service

Coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax, shop supplies, miscellaneous fees or hazardous waste disposal. No Cash Value. See dealer for details.

Memo: Expires XX/XX/XX

*General Manager*  
Endorse Here

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