

BUY BACK EVENT

Campaign Specs

iGEN Mailer

4/0 - 8.5" x 14" Letter Mailer w/ Bleed- Double Folded
Paper Stock #: R1005 = 9.5" 60# Offset
Envelope Stock #: 113, 113 C, 113 B, #10 Window

Focus:

Blue/White/Clean Theme

Campaign Enhancements:

- Buy Back Theme

ABC DEALERSHIP
BUY BACK EVENT

DEALERSHIP
LOGO HERE

< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >
[Barcode]

**OFFICIAL BUY BACK
DETAILS FOR:**

< Year Make Model > BLACK BOOK VALUE: < BB AVG VAL >*	BUY BACK OFFER: < COMPUTED VAL >
2019 Ford Fusion  Lease for \$69/mo. <small>MSRP \$22,900</small>	<Fist>, According to our records, you may own < Year Make Model > or something similar. ABC DEALERSHIP is interested in purchasing your vehicle. There has been an unprecedented increase in pre-owned vehicle sales and our pre-owned inventory is being depleted.
2019 Ford Mustang  Lease for \$59/mo. <small>MSRP \$23,900</small>	We are in need of < Year Make Model > or something similar 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!
2019 Ford Flex  Lease for \$60/mo. <small>MSRP \$24,900</small>	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 2019/2020 Ford. It's your choice.

Call 888-8888 and reserve a no-obligation appointment time for us to look over your vehicle and confirm an offer for your vehicle. Due to the increased demand of your vehicle, we are prepared to give you up to \$4,000 MORE** than the Black Book value on your trade-in, only during this event. Hurry - you may never see an opportunity like this again.

Sincerely,
John Smith
John Smith
General Manager

As Low As **0%** APR
AVAILABLE!

**NOW THRU
DECEMBER 31 2019**

ABC Dealership
123 Anywhere Rd. Anywhere, USA 55555
888.888.8888 | abcdealership.com

SALES HOURS
Monday-Friday: 8:30am-6pm
Saturday: 8:30am-7pm

OFFER ONLY VALID ON: <Year Make Model> PROVIDED BY **Black Book**

TO THE AMOUNT UP TO: <Computed Value> *John Smith*
AUTHORIZED SIGNATURE

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