ABC Dealership

End of Year Sales Event!

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

ABC DEALERSHIP BUY BACK OFFER

< Loc34_ >

Must purchase new vehicle at addendum.

Estimated Black Book® market value is based off of average vehicle condition and mileage, equipment and condition of vehicle may affect vehicle value. Copyright © 2019 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Copyright © 2015 American Marketing & Mailing Services Inc All Rights Reserved.

**Total Buy Back Adjustment in lieu of est. value dealer incentives 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. This amount is based on miles, conditions of 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 new vehicle at addendum.

POWERED BY Black Book

OFFICIAL BUY BACK DETAILS FOR:

< Year Make Model >BLACK BOOK VALUE: < Loc28_ >*

NEW 2019 TOYOTA CAMRY

$XX,XXX LIST PRICE
$XX,XXX EVENT PRICE
< COMPUTED VAL > XX% TRADE VALUE
FINAL PRICE: < MOD MSRP VEH #1 >

NEW 2019 TOYOTA AVALON

$XX,XXX LIST PRICE
$XX,XXX EVENT PRICE
< COMPUTED VAL > XX% TRADE VALUE
FINAL PRICE: < MOD MSRP VEH #2 >

ABC DEALERSHIP

<First> according to our records, you may own a < 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.

We are in need of < Year Make Models > 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!

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 upgrade to 2019/2020 new vehicle. It's your choice.

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

Sincerely,

Signature

General Manager

WHEN

MONTH

XXTH, XXTH, XXTH & XXST

Friday xxam-xpm • Saturday xxam-xpm
Sunday xxam-xpm • Monday xxam-xpm

WHERE

ABC Dealership
1234 Anywhere St.
Anywhere, FL 88888
888-888-8888
Website

DEALERSHIP LOGO HERE

<FIRST>
YOU MAY BE THE WINNER OF...
$5,000+

AWARD NUMBER
< SEQ # >

MATCH & WIN!!!

A GUARANTEED WINNER HAS BEEN SENT OUT IN THIS MAILING. SIMPLY MATCH YOUR WINNING NUMBER TO THE ONE POSTED AT THE EVENT & **YOU WIN!!!**

Demand for your car is at an all-time high.

We are prepared to offer you an additional Bonus of up to $4,000MORE than the Black Book value on your trade-in! Get an additional $500 DISCOUNT from ABC Dealership when you CALL TODAY to schedule an evaluation on your trade-in.**

Call 888-888-8888 to reserve a no obligation appointment time.

Deductions will be made for mileage 8,000 per year excessive wear and tear body damage and tires. All offers with approved credit, exclude tax, tag, registration and title. Must take delivery from dealer stock. Pictures are for illustration purposes only. Dealer not responsible for typographical errors. Offers expire xx-xx-xx.
+CONTEST RULES AND REGULATIONS: Prize supplied by King Hyundai. No purchase necessary. No submission to sales presentation or test drive required. Purchase does not increase chances of winning. Void where prohibited. Contest is open to (residents of/legal US citizens) who are 18 years of age or older and in possession of a valid driver's license. Employees of (Dealer, Broker, related sponsors) and immediate family members of employees or members of the same household are ineligible. Contest may be attended at ABC Dealership expires xx-xx-xx at xPM. Offer non-transferable. Odds of winning prize is 1 in 15,000. Winners must show proper I.D. along with this personalized letter. The winner will assume any federal, state tax and license liability that may be incurred. Any unclaimed prize will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All validly claimed prizes will be awarded. Employees of dealership and their families are not eligible to win. ++Sales price is plus factory and dealer installed options, destination/freight and all applicable The dealership listed in this advertisement and their marketing firm and its agency are not responsible for typographical errors. See complete rules available at sponsor location for details. See dealer for details. Special APR financing may be in lieu of rebate or incentive. Terms will vary from model to model. All special finance offers are with approved credit and are for limited terms. See dealer for details. Cash down or trade equity may be required. Final approval based on lender requirements and criteria. 0% APR for 72 months with $0 down is $13.89 per $1,000 borrowed. 1.9% APR for 72 months with $0 down is $14.71 per $1,000 borrowed.