

End of year Sales 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:

Celebratory/Holiday Theme

Campaign Enhancements:

- End of Year Sales Event!

ABC Dealership
End of Year Sales Event!

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

ABC DEALERSHIP BUY BACK OFFER
< Loc34 >
Must purchase new vehicle at additional.

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

DEALERSHIP
LOGO HERE

WHEN
MONTH
XXth, XXth, XXth & XXth
Friday xxam-xxpm • Saturday xxam-xxpm
Sunday xxam-xxpm • Monday xxam-xxpm

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

AWARD NUMBER
< SEQ # >

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

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!!!

WE ARE PREPARED TO OFFER YOU AN ADDITIONAL BONUS OF UP TO \$4,000 MORE 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.

YOU MAY BE THE WINNER OF... \$5,000+