

Fall into Savings



< FIRST >, YOU ARE INVITED TO OUR FALL BUY BACK SALES EVENT!

Dear < 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 \$2,000 over Black Book® Trade-In value.**

This 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 vehicle with a payment that is equal to or less than what you currently pay. So don't delay because this offer expires on x/xx/xx at xpm.

Sincerely,

ABC Dealership Manager
ABC Dealership Manager

When

MONTH XXTH TO XXTH

Fri: X:XXam-X:XXpm

Sat: X:XXam-X:XXpm

Sun: X:XXam-X:XXpm

Where

ABC DEALERSHIP

1234 Main Street | City, ST 56789

888.888.8888

www.abcdealership.com

The Regional Market Value stated by Black Book® for a
< Year Make Model >
or something similar is:

<BB AVERAGE>

Estimated Black Book® market value is based off of average vehicle condition.

POWERED BY

Black Book®



<FIRST>, ABC DEALERSHIP IS OFFERING YOU UP TO \$2,000 OVER BLACK BOOK® TRADE-IN VALUE**

LOWER YOUR PAYMENTS AND UPGRADE INTO A NEW VEHICLE! ONLY AT ABC DEALERSHIP

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ABC Dealership
1234 Main Street • City, ST 56789
888-888-8888 • www.abcdealership.com

Valid Through XX/XX/XX

THE
AMOUNT OF
UP TO:

<COMPUTED VALUE>

<COMPUTED VALUE>

MAKE
AVAILABLE
TO:

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



ABC Dealership Manager

General Manager

*This is not a check. Nonnegotiable. Present upon arrival. Cannot be used in conjunction with any other offer. See dealer for details.