

PAYMENT SWAP

★ PROGRAM ★

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:

Clean/Simple/Red

Campaign Enhancements:

- Payment Swap Event

PAYMENT SWAP

★ Program ★



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

NEW 20XX TOYOTA CAMRY
\$XXX Per Month Lease / X% APR Financing

NEW 20XX TOYOTA RAV 4
\$XXX Per Month Lease / X% APR Bonus cash!

NEW 20XX TOYOTA SR5
\$XXX Per Month Lease / X% APR Financing

ABC DEALERSHIP BUY BACK OFFER
< Loc34 >
Meet purchase new vehicle at address.

POWERED BY Black Book OFFICIAL BUY BACK DETAILS FOR:
< Year Make Model >BLACK BOOK
VALUE: < Loc28_ >

Dear <First>,

I am currently seeking pre-owned vehicles to restock out recently depleted used car inventory. I personally wanted to send this offer to inform you that I am truly interested in <year> <make> <models>.

We will buy your vehicle even if you still owe money on your current lease or loan. Whether you purchase a new vehicle from us or not, we want to buy your vehicle!

I have several requests from out customers seeking vehicles like yours. In order to fulfill this need, I am willing to offer you up to <Loc 28> or better for your vehicle as a trade-in or simply as a straight sale!

Come by today to test drive a vehicle, allow us to appraise your <Year> <make> <model>, and I will give you a special gift just for coming down! The appraisal process takes as little as 10 minutes.

Sincerely,
Signature
General Manager

DEALERSHIP
LOGO HERE

★ WHEN ★
September
xth, xth & xth
Sales Hours
Mon-Sat: xxam-xpm
Sunday xxam-xpm

★ WHERE ★
ABC DEALERSHIP
1234 Anywhere St.
Anytown, ST 45678
888-888-8888
www.abcd dealership.com

**<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!!!

**< FIRST >,
RECEIVE 5 DOLLAR
COINS JUST FOR
ATTENDING!**

**DEMAND FOR YOUR CAR
IS AT AN ALL-TIME HIGH.**

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.

GIFTS SUPPLIED BY ABC DEALERSHIP