



Free \$10 Amazon GiftCard®  
**JUST FOR ATTENDING\*\***

<First>, You May be the Winner of  
**\$5,000 Cash<sup>+</sup>**  
Match your number to the one posted in  
our showroom! Your number: <Seq>

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> MATCH SEQ # <



www.dealershipurl.com  
(888) 888-8888  
Anytown, US 12345  
1234 Main Street  
**ABC Dealership**  
— LOGO HERE —  
**DEALERSHIP**

<First>  
you're  
*Invited!*



*to our FALL buy Back SALES EVENT!*





ABC Dealership

1234 Main Street  
Anytown, US 12345  
(888) 888-8888  
www.dealershipurl.com

# <First>, Just For you! An additional \$1,000\*\*\*

Receive Toyota Incentives which will save you up to \$1,000 on the select new vehicle of your choice.\*\*\*

*General Manager*

General Manager

Sincerely,

As one of our most valued Toyota Customers, I am pleased to personally invite you to a private **Toyota Event** exclusively for a handful of <Make Model> owners. <First>, you may purchase or lease the Toyota of your choice for LESS than your current <Make Model> on Day, Month XX<sup>th</sup>, 20XX.

This is an event unlike any before. Due to the undisclosed Owner Loyalty Incentives and Vehicle Reimbursement Arrangements for specific <Make Models>, only a few customers are invited to this event. On behalf of ABC Dealership, we are looking forward to seeing you this Day.

Dear <First>,

Your <Make Model> Will Never Be Worth This Much Again!

# \$<Loc34>\*

That's \$4,000\* More Than The Estimated Trade-In Value!

<First>, 0% Financing For Up To 72 Months  
combined with **\$0 Down**\*\* guarantees you'll drive off in a  
new Toyota for less than your current <Make Model>.

POWERED BY

