

ABC DEALERSHIP

PRESIDENT'S DAY SALE

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



ABC DEALERSHIP BUY BACK DETAILS FOR A < YEAR MAKE MODEL >

BLACK BOOK® VALUE:

< **BB AVG VAL** >*

BUY BACK OFFER:

< **COMPUTED VAL** >

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< 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 trade up to a new 2020 Make. 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 give you 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,

General Manager

General Manager



WHEN
MONTH XXTH
THRU
MONTH XXTH 20XX

SALES HOURS: MON - SAT 9:00AM - 9:00PM
SUN 10:00AM - 6:00PM

WHERE
ABC
DEALERSHIP
5555 Anywhere Str.
City, ST 33333
888.888.8888
www.abcdealership.com

**Total Buy Back Adjustment in lieu of est. value. All manufacturer rebates & dealer incentives. All rebates 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. 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 at full addendum or MSRP.

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



00-124875

Date: < MAIL DATE >

ABC Dealership

< COMPUTED VAL >

To the order of:

Offer for the trade of a < Year Make Model >

The amount of:

Coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. See dealer for details.

Memo: < EXP - 30 DAYS >

Endorse Here

< Seq # >01



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



00-124876

Date: < MAIL DATE >

ABC Dealership

\$1,500

To the order of:

Down payment Assistance Voucher

The amount of:

Must present voucher prior to any negotiations. Trade-In voucher can be used as additional equity. Cannot be used with other dealer discounts. No Cash Value. Cannot be used on any previously negotiated deals.

Memo: < EXP - 30 DAYS >

Endorse Here

< Seq # >02



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



00-124877

Date: < MAIL DATE >

ABC Dealership

\$19.95

To the order of:

\$19.95 Oil Change

The amount of:

Includes 5 qts. of oil; synthetic oil and diesels not included. Some models may be slightly higher. Coupon must be presented at time of write-up. Cannot be combined with any other coupons or in-store specials. Does not include sales tax & hazardous waste disposal. See dealer for complete details.

Memo: < EXP - 30 DAYS >

Endorse Here

< Seq # >03



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



00-124878

Date: < MAIL DATE >

ABC Dealership

\$50.00

To the order of:

Up to \$50 OFF Next Service

The amount of:

Coupon must be presented at time of write-up. Cannot be combined with other coupons or in-store specials. Cannot be used for retail parts, tires or collision repair. Cannot exceed up to 20% discount of total parts and service bill. Does not include sales tax & hazardous waste disposal. See dealer for complete details.

Memo: < EXP - 30 DAYS >

Endorse Here

< Seq # >04

