

UPGRADE YOUR VEHICLE TODAY! IT'S AS EASY AS 1, 2, 3!

Dear <First>.

You are invited to ABC Dealerships for our **Vehicle Upgrade Event.** All vehicles in stock have been clearly marked down with SPECIAL PRICING. So come in and exchange your <year><make><model>.

Plus... just for taking a test drive, you will receive a Complementary Publix Gift Card valued up to \$50 with a test drive.

This combination of the **event special pricing, factory rebates, current low rate financing and high trade value**, means you could be driving a new vehicle for the same payments or even less then you have now, That's right, lower monthly payments!

This offer is only being made to select vehicle owners - <u>this will be</u> <u>your only notification</u>. Please bring this letter with you to identify you as a member of this exclusive upgrade event.

If you no longer own this vehicle, we will make you an equally aggressive offer on your current vehicle.

Sincerely,

Signature

General Manager





STEP 1

Call 888-888-8888 today to schedule a test drive, and bring in this check to get \$1,000 off your next vehicle!

STEP 2

Visit ABC Dealership today at 1234 Any St, ST, 88888.

STEP 3

Choose from a large selection of 20xx <make> models, and drive away in a new vehicle today!

YOUR FIRST 3
PAYMENTS ARE
ON US!

Disclaimer Disclaimer

ABC DEALERSHIP

1234 Anystreet • City, St. 56789 • 1-888-888-8888

Offer valid until Month ooth, 20xx

The Sum of: XXXX THOUSAND DOLLARS -----00/100

\$X,000.00

Special Savings

< Endorse >

< Name >

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

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AUTHORIZED SIGNATURE