

<ABC Dealership>

# TRUCK MONTH BUY BACK Event



<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!

There hasn't been a better time for you to get into a **New 20XX <Make> with little or no money out of pocket.** For a limited time <Make> is offering 0% APR on the 20XX <Make> and cash back incentives of up to \$X,XXX\*.

If you're thinking of trading up, <ABC Dealership> is prepared to give you up to **\$X,XXX trade allowance** for your qualified vehicle. You can lower your monthly payment and drive away in a **NEW 20XX <Make> today!**

The 20XX <Make> redefines the phrase piece of mind. Get to <ABC Dealership> today and experience the future of driving.

Sincerely,

*Manager Name*

General Manager  
ABC Dealership

## SILVERADO



Starting at **\$XX,XXX**

## COLORADO



Starting at **\$XX,XXX**

## SILVERADO 3500



Starting at **\$XX,XXX**

**<FIRST>,  
RECEIVE A  
When you test drive the  
all-new <Make>** **\$25 GIFT CARD**



ABC Dealership  
1234 Anywhere Street • City, ST 33333  
888.888.8888 • www.abcdealership.com

## Trade Assistance Voucher



ABC Dealership  
123 Anystreet • Anytown, State 33333  
1-888-888-8888 • www.abcdealership.com

Expires 00/00/XX

OFFER  
FOR A:

**XXXX Thousand Dollars and 00/100**

up to **\$X,000+**

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.