

**JOHN, NOW IS THE BEST TIME TO BUY A BRAND NEW HONDA!**



**Event Dates: Month 00rd thru Month 00th, 2010**

John,

ABC Dealership is contacting valued customers who own **YEAR MAKE2 MODEL3**. Due to a severe shortage in pre-owned vehicles nationwide that has made it nearly impossible for ABC Dealership to purchase high demand vehicles.

It makes good business sense for us to purchase vehicles from our valued customers who live locally.

After checking our appraisal guidelines in **Black Book**, your vehicle in clean condition, is worth **\$XX,XXX**. However, based on our need, we feel that your vehicle is worth more!

There is no purchase necessary, we must restock our inventory now, however, if you need to replace your vehicle, there has never been a better time to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts you may be able to upgrade into a new 2010 with payments equal to or less than your current payment.

John, we have created a special web site for you to go to and confirm your vehicle value [www.JohnSmith.buymyhonda.us](http://www.JohnSmith.buymyhonda.us) use security code **2t9w** and also receive your free gift.

Sincerely,

*Manager Bob*

General Manager  
ABC Dealership



2010 Honda Civic LX

Receive a Gift when you visit: [www.JohnSmith.buymyHonda.us](http://www.JohnSmith.buymyHonda.us)

**THE REGIONAL  
MARKET VALUE  
STATED BY THE  
BLACK BOOK FOR  
YOUR**

**YEAR MAKE MODEL IS**

**\$XX,XXX**

\*Estimated Black Book® market value is based off of average vehicle condition. 00/00/2010

**WE'LL BUY YOUR VEHICLE**

**1-555-555-5555**

ABC Honda Dealership  
555 Standard Ave  
Anytown, St 55555

**Buy Back Voucher**

**FREE OIL  
CHANGES**  
FOR THE LIFE OF ANY VEHICLE!\*

Security Code: **2T9W**  
Valid until: 00/00/20xx

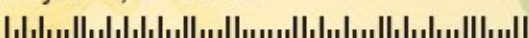


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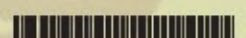
**\$XX,XXX**

VOUCHER RECIPIENT/ADDRESS/CITY/STATE/ZIP:

John Smith  
1234 Main Street Dr.  
Anytown, ST 56789



291048405785



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