

< FIRST >,
TAKE ADVANTAGE OF OUR
EXCHANGE PROGRAM
AT ABC DEALERSHIP



THE REGIONAL MARKET VALUE STATED BY BLACK BOOK® FOR YOUR VEHICLE IS:

YEAR < YEAR > MAKE/MODEL < MAKE MODEL >

< **BB AVG VAL** >

Estimated Black Book® market value is based off of average vehicle condition.

POWERED BY



Dear < First >,

Due to the severe shortage in pre-owned vehicles nationwide, it has made it nearly impossible for ABC Dealership to purchase high demand vehicles. Your vehicle status qualifies you for our Exchange Program Event!

We must restock our pre-owned inventory right now! A < Year Make Model > or something similar is on our list of high demand vehicles.

Because your vehicle is in such high demand, ABC Dealership is prepared to offer you up to **\$2,000** over Black Book® value for a < Year Make Model > or something similar!* NADA & Kelley Blue Books cannot keep up with the daily rise of used car values.

The actual market value of your vehicle can only be determined by the mileage and condition listed in Black Book®, the official industry trade-in guideline.

< First >, ABC Dealership is marking down it's 2016 vehicles. In-stock 2016's will be marked down at Clearance Pricing plus receive up to \$2000 over Black Book® value for your trade.

In order to take advantage of this unprecedented offer, you must bring this invitation to ABC Dealership by Month XXth, 2016. You may also call (888) 888-8888 to schedule a convenient appointment today!

Sincerely,

Managers Name



WHEN

MON XXTH-MON XXTH

Sales Hours:
Mon-Thurs: Xam-Xpm
Fri: Xam-Xpm
Sat:Xam-Xpm

WHERE

ABC DEALERSHIP

123 Anywhere Street
Anytown, ST 55555
888.888.8888
www.abcdealership.com

< FIRST >,
OUR OFFER FOR THE
TRADE OF YOUR
< YEAR MAKE MODEL >

is up to

< **COMPUTED VAL** >

That is over \$2,000 more than the estimated value today and it could even be worth more if the vehicle is in "excellent" condition!

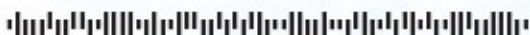
United We Stand

Valid Thru XX/XX/2016

The Amount of up to: **Two Thousand Dollars.....00/100 cents**

\$2,000.00

To the Order of: < Endorse >
< Name >
< Address >
< City >, < ST > < Zip >



Managers Name

NOT A CHECK - NON-NEGOTIABLE

ALL OFFERS ARE MUTUALLY EXCLUSIVE. SEE DEALER FOR COMPLETE DETAILS.