

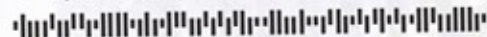
< FIRST >, JOIN US AT ABC DEALERSHIP FOR OUR

BUY BACK Event



2016 NISSAN MAXIMA
Lease For
\$XXX/MO
for 36 months†

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



< First >, Demand for your car is at an all-time high. We're willing to give you \$4,000 MORE** than the Black Book® value on your trade-in!

< 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 Model > 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 2016 vehicle. 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 exclusive 3-day event. Hurry - you may never see an opportunity like this again.

Sincerely,

General Manager
General Manager

ABC DEALERSHIP • 5555 ANYWHERE STR. • CITY, ST 33333
888.888.8888 • WWW.ABCDEALERSHIP.COM

SALES DATES: MONTH XX, THRU MONTH XX, 2016
SALES HOURS: MON - SAT 9:00AM - 9:00PM SUN 10:00AM - 6:00PM

**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. †36 month lease with \$4995 due at signing, includes first months payment, excludes tax, tag, registration, title, and includes dealer fees, no security deposit required. Vehicles subject to prior sale. Must present advertisement at time of negotiations. Not responsible for typographical errors. No dealers, dealers agents or export agents.

ABC DEALERSHIP BUY BACK DETAILS FOR YOUR:

< Year Make Model >

BLACK BOOK® VALUE:

< BB AVG VAL >*

BUY BACK OFFER:

< COMPUTED VAL >

Must purchase new vehicle at MSRP

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POWERED BY *Black Book*

< First >, Get an additional \$500 DISCOUNT from ABC Dealership when you CALL 888.888.8888 to schedule an evaluation on your trade-in.



THIS IS NOT A CHECK THIS IS NOT A CHECK THIS IS NOT A CHECK THIS IS NOT A CHECK

ABC Dealership
5555 Anywhere Str. • City, ST 33333
888.888.8888 • www.abcdealership

Date: < MAIL DATE > 00-124875

To the order of: < Name >

< COMPUTED VAL >

The amount of: Offer for the trade of a < Year Make Model >

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

Memo: Expires XX/XX/XX

General Manager
Endorse Here

< Seq # > 01

THIS IS NOT A CHECK THIS IS NOT A CHECK THIS IS NOT A CHECK THIS IS NOT A CHECK

ABC Dealership
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Date: < MAIL DATE > 00-124875

To the order of: < Name >

\$1,500

The amount of: Downpayment Assistance Voucher

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: Expires XX/XX/XX

General Manager
Endorse Here

< Seq # > 02

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ABC Dealership
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888.888.8888 • www.abcdealership

Date: < MAIL DATE > 00-124875

To the order of: < Name >

\$19.95

The amount of: \$19.95 Oil Change

Includes 5 qts. of oil synthetic oil and diesel 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 >

Service Manager
Endorse Here

< Seq # > 03

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ABC Dealership
5555 Anywhere Str. • City, ST 33333
888.888.8888 • www.abcdealership

Date: < MAIL DATE > 00-124875

To the order of: < Name >

\$50.00

The amount of: Up to \$50 off Next Service

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, tire or collision repair. Cannot exceed up to 25% discount of total parts and service bill. Does not include sales tax & hazardous waste disposal. See dealer for complete details.

Memo: < EXP - 30 DAYS >

Service Manager
Endorse Here

< Seq # > 04