



Free \$10 Amazon GiftCard®
JUST FOR ATTENDING**

<First>, You May be the Winner of \$5,000 Cash⁺

Match your number to the one posted in
our showroom! Your number: <Seq>

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> MATCH SEQ # <



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— LOGO HERE —
DEALERSHIP

<First> you're Invited!



to our FALL buy Back SALES EVENT!





ABC Dealership
 1234 Main Street
 Anytown, US 12345
 (888) 888-8888
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<First>, Just For you! An additional \$1,000***

Receive Ford Incentives which will save you up to \$1,000 on the select new vehicle of your choice.***

General Manager

Sincerely,

This is an event unlike any before. Due to the undisclosed Owner Loyalty Incentives and Vehicle Reimbursement Arrangements for specific <Make Models>, only a few customers are invited to this event. On behalf of ABC Dealership, we are looking forward to seeing you this Day.

As one of our most valued Ford Customers, I am pleased to personally invite you to a private **Ford Event** exclusively for a handful of <Make Model> owners. <First>, you may purchase or lease the Ford of your choice for LESS than your current <Make Model> on Day, Month XXth, 20XX.

Dear <First>,

POWERED BY *Black Book*

Your <Make Model> will Never Be Worth This Much Again!
 \$<Loc34>
 That's \$4,000 More Than The Estimated Trade-In Value!
 <First>, 0% Financing For Up To 72 Months
 combined with \$0 Down** guarantees you'll drive off in a new Toyota for less than your current <Make Model>.