

ABC Dealership's

BUY BACK

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



**MONTH XXTH, XXTH & XXTH:
FRIDAY 10-7, SATURDAY 10-6,
& SUNDAY 10-5**

ABC Dealership • 555-555-5555 • 123 Any Street, Any Town, ST 88888



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

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!

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 20XX/20XX vehicle. It's your choice.

Call 555-555-5555 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 \$X,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,
Jimmy Lagle
General Manager

Call 555-555-5555
to reserve a no obligation
appointment time.

< FIRST >, YOU MAY BE THE WINNER OF A

**NEW 20XX TOYOTA
COROLLA LE**

AWARD NUMBER < SEQ # >



**NEW 20XX TOYOTA
COROLLA LE**



**\$XXX LEASE FOR
/36 MO.++**

**OIL AND
FILTER CHANGE**

\$9.95

Schedule your appointment
555-555-5555

Plus tax, shop supplies & disposal fees. Must present coupon at time of write-up. Toyota vehicles only. Not to be used in conjunction with other coupons or discount specials. Cannot be applied to previous performed service. Valid only at ABC Dealership. Expires < EXP - 30 DAYS >.

**< First >,
Receive
\$5-\$500
Walmart
gift card**



Gifts supplied by ABC Dealership

+CONTEST RULES AND REGULATIONS: Prize supplied by ABC Dealership. No purchase necessary. No submission to sales presentation or test drive required. Purchase does not increase chances of winning. Void where prohibited. Contest is open to (residents of/legal US citizens) who are 18 years of age or older and in possession of a valid driver's license. Employees of (Dealer, Broker, related sponsors) and immediate family members of employees or members of the same household are ineligible. Contest may be attended at ABC Dealership. Contest expires X-X-XX at 6pm. Offer non-transferable. Odds of winning prize is 1 in 12,000. Winners must show proper I.D. along with this personalized letter. The winner will assume any federal, state tax and license liability that may be incurred. Any unclaimed prize will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All validly claimed prizes will be awarded. Employees of dealership and their families are not eligible to win. The dealership listed in this advertisement and their marketing firm and its agency are not responsible for typographical errors. See complete rules available at sponsor location for details. See dealer for details. ++With approved credit. MSRP \$20,264. 36 month lease. \$2,999 down. Plus tax, tag, title and registration. \$0 security. Includes \$787 dealer fee. Doesn't assume rebates or incentives. Restrictions may apply, see dealer for details. Expires X-X-XX. *Copyright © 20XX Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (average) Trade-in value and subject to adjustment for mileage and condition. Copyright © 20XX American Marketing & Mailing Services Inc All Rights Reserved. **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 & \$787 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. *** See dealer for details. ***Trade value is based on excessive wear, tear & mileage may affect Current Market Value. Physical inspection of vehicle required and may affect actual value. Offers cannot be combined.

ABC Dealership
123 Any Street,
Any Town, ST 88888
555-555-5555

<Year Make Model>

BLACK BOOK VALUE: < Loc28_ >*

United We Stand

Valid Thru <EXP DATE>

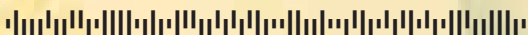
Pay in the
Amount of:

ABC DEALERSHIPS'S BUY BACK OFFER:

< Loc34_ >

POWERED BY **Black Book**

To the
Order of: Endorse
Variable Fullname2
Variable Address2
Variable City2, XX 12345-1234



NOT A CHECK - NON-NEGOTIABLE
PRESENT THIS PORTION TO THE PARTICIPATING
DEALER PRIOR TO OFFER EXPIRATION

NOT A STATE OR FEDERAL DOCUMENT