

# Fall into Savings



## < FIRST >, YOU ARE INVITED TO OUR FALL BUY BACK SALES EVENT!

Dear < First >,

As a preferred customer of ABC Dealership, it is our pleasure to offer you a unique opportunity. We want to buy your current vehicle and we are prepared to offer you up to \$2,000 over Black Book® Trade-In value.\*\*

This buy back offer is just for you and will not be advertised to the general public..

< First >, best of all when this special offer is combined with **FACTORY INCENTIVES & LOW APR FINANCING**, it may allow you to upgrade into a quality vehicle with a payment that is equal to or less than what you currently pay. So don't delay because this offer expires on x/xx/xx at xpm.

Sincerely,

*ABC Dealership Manager*  
ABC Dealership Manager

### When

**MONTH XX<sup>TH</sup> TO XX<sup>TH</sup>**

Fri: X:XXam-X:XXpm

Sat: X:XXam-X:XXpm

Sun: X:XXam-X:XXpm

### Where

**ABC DEALERSHIP**

1234 Main Street | City, ST 56789

**888.888.8888**

[www.abcdealership.com](http://www.abcdealership.com)

The Regional Market Value stated by Black Book® for a  
< Year Make Model >  
or something similar is:

**<BB AVERAGE>**

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

POWERED BY

*Black Book®*

**LOWER YOUR PAYMENTS AND UPGRADE INTO A NEW VEHICLE! ONLY AT ABC DEALERSHIP**

\*Copyright © 2019 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. Deductions may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loans are subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. \*Copyright © 2019 American Marketing & Mailing Services, Inc. All Rights Reserved\*

**ABC Dealership**  
1234 Main Street • City, ST 56789  
888-888-8888 • [www.abcdealership.com](http://www.abcdealership.com)

Valid Through XX/XX/XX

THE  
AMOUNT OF  
UP TO:

**<COMPUTED VALUE>**

**<COMPUTED VALUE>**

MAKE AVAILABLE TO:  
< Endorse >  
< Name >  
< Address >  
< City >, < ST > < Zip >



*ABC Dealership Manager*

General Manager

\*This is not a check. Nonnegotiable. Present upon arrival. Cannot be used in conjunction with any other offer. See dealer for details.