





**ABC Dealership**

1234 Main Street  
Anytown, US 12345  
(888) 888-8888  
www.dealershipurl.com

# < First >, Just For you! An additional \$1,000\*\*\*

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

*General Manager*

Sincerely,

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

Dear < First >,

BLACK BOOK  
POWERED BY

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 >.