

<First>, it's time for **Summer Savings** at **ABC DEALERSHIP**

<First>,

We love summer just as much as the next person so we want you to join us for the **SUMMER SAVINGS EVENT**. Enjoy low prices across the lot on all new and used vehicles.

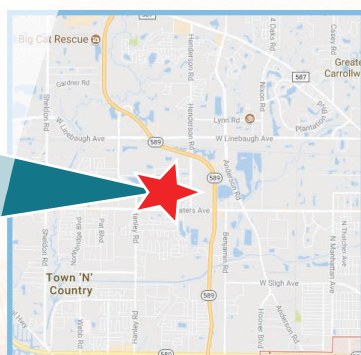
Simply bring this mailer to Abc Dealership, match your gift card sequence number and have a chance to win up to **\$2,500 Gift Card Giveaway***. This amazing offer only lasts until <Month, Day 20XX>.

SAVE \$X,XXX
UP TO ON SELECT MODELS
ONLY DURING THIS EVENT!

Summer Savings



ABC Dealership
555 Anywhere St.
Anywhere, US 55555
555-555-5555
www.abcdealership.com



~~\$X,XXX MSRP~~
- \$XXX OFF
SELECT MODELS
\$X,XXX



~~\$X,XXX MSRP~~
- \$XXX OFF
SELECT MODELS
\$X,XXX

MONTH XXTH - XXTH

<FIRST>
come in for this event or visit your own personal webpage for an additional offer you can't resist!
<Name>.buymyauto.us

Use Security Code: <Sec.Code>

* 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/XX/XX at 7PM. Offer non-transferable. Winners must show proper I.D. along with this personalized letter or attached gift card. 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

<FIRST>, YOU COULD BE THE WINNER OF A \$2,500 Gift Card GIVEAWAY*

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



Gift Card Exchange Program

<SEQ NO>

Bring this Gift Card to ABC Dealership, match the seq. no and receive your prize!