

< FIRST >,  
TAKE ADVANTAGE OF  
THE VEHICLE NAME

# TradeUp

Advantage Program

A new Vehicle Name for less than you might expect.

AT ABC DEALERSHIP

THE REGIONAL MARKET VALUE STATED BY KELLEY BLUE BOOK® FOR THE FOLLOWING VEHICLES IS:

YEAR < YEAR > MAKE/MODEL < MAKE MODEL >

< **LOC28** >

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

## WHEN

NOW THRU MONTH XX, 20XX

Sales Hours:  
Mon-Fri: x:xxam-xpm  
Sat: xam-xpm  
Sun: Closed

## WHERE

### ABC DEALERSHIP

123 Any Street • Any Address  
City, State 55555  
Phone - 888-888-8888  
www.AbcDealership.com

Dear < First >,

You are receiving this letter because you qualify for the ABC Dealership Trade Up Advantage® Program.

- Personalized offer tailored just for you
- Award-winning longevity and value
- More industry-leading safety and technology features

Your Vehicle Name holds its value for the long haul – that’s why you may be able to trade up your vehicle for a new Vehicle Name that could have lower or similar monthly payments.

If you own a < Year Make Model > or something similar, we are prepared to offer you up to **\$1,000** over Kelley Blue Book® value!

**We must restock our pre-owned inventory right now! A < Year Make Model > or something similar is on our list of high demand vehicles.**

No purchase is necessary, but if you are looking to replace your vehicle we have incentives like 0% APR\*\*, in-stock 20XX's will be marked down at Clearance Pricing plus receive up to \$1,000 over Kelley Blue Book® value for your trade.

**In order to take advantage of this offer, you must call ABC Dealership at (888) 888-8888 to schedule a convenient appraisal appointment today!**



< YEAR MAKE >  
< MODEL >



< YEAR MAKE >  
< MODEL >



< YEAR MAKE >  
< MODEL >



< YEAR MAKE >  
< MODEL >

More Safety Features

Upgraded Technology

Bigger Adventures

Vehicle name hold their value better than any other brand 2019 according to ALG.<sup>(1)</sup>

0% APR  
AVAILABLE!

< FIRST >,  
OUR OFFER FOR THE  
TRADE OF A  
< YEAR MAKE MODEL >

is up to



< **LOC34** >

That is up to \$1,000 more than the estimated value today and it could even be worth more if the vehicle is in "excellent" condition!

\*\*© 20XX by Kelley Blue Book Co., Inc. (< Loc1\_ > - < Loc2\_ >) Edition for 04579 for average condition. All Rights Reserved. Vehicle valuations are approximations and may vary from vehicle to vehicle. Actual valuations will vary based upon market conditions, specifications, vehicle condition or other particular circumstances pertinent to this particular vehicle or the transaction or the parties to the transaction. Kelley Blue Book assumes no responsibility for errors or omissions. Adjustments will be made for accident indicators on carfax reports and excessive mileage. \*\*0% APR on select models. WAC. See dealer for details. Offers cannot be combined. Offers not valid on prior sale. Offer ends X/XX/20XX. 20XX BRAVO Media, Inc

United We Stand



Valid Thru X/XX/20XX

Offer Valid  
On

< YEAR MAKE MODEL >

Up  
To

< **LOC34** >

To the  
Order of: < Endorse >  
< Name >  
< Address >  
< City >, < ST > < Zip >



*General Manager*

NOT A CHECK - NON-NEGOTIABLE  
All offers are mutually exclusive. See dealer for complete details.

NOT A STATE OR FEDERAL DOCUMENT