

< First > ,

GO FOR THE GOLD

and Trade Up to a New < Make >!

PRESRT-STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT #2245

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



Dear <First> ,

ABC Dealership would like you to join us at our **Gold Medal Sales Event!** WE MUST CLEAR OUT OUR INVENTORY in order to make room for our 20xx shipments. ALL 20xx vehicles will be marked down by as much as **\$x,xxx BELOW M.S.R.P.***

You could be driving away in a NEW 20XX vehicle with little or no money out of pocket and a payment that may be equal to or less than your current payment. PLUS < First > , as an additional incentive, trade in your vehicle during this event and you will receive up to **\$2,000** for your trade.**

Call today to confirm your attendance **888.888.8888**. You can not afford to miss this Sales Event!

Sincerely,

General Manager
General Sales Manager



ABC DEALERSHIP

1234 Anystreet | City, ST 88888

888.888.8888

WWW.DEALERSHIP.COM



**TEST DRIVE A
NEW <MAKE>
TODAY!**

Must Present Voucher
3 DAYS ONLY

Sales Hours:

Mon- Fri X:00am - X:00pm

Sat X:00am - X:00pm

Sun X:00am - X:00pm

PRESENT THIS VOUCHER AND TAKE A TEST DRIVE AT ABC DEALERSHIP

20XX TOYOTA CAMRY LE

Lease for **\$XXX MO.**
Low as PLUS TAX



**RECEIVE UP
TO \$2,000
MORE FOR
YOUR TRADE!****

**0% APR
AVAILABLE!***

20XX TOYOTA COROLLA LE

Lease for **\$XXX MO.**
Low as PLUS TAX



For well-qualified lessees with approved credit through ABC Dealership Finance. Not all lessees will qualify for this payment amount. Closed-end lease on new 20xx Camry LE, excluding Hybrid, with automatic transmission and select equipment. Adding options increases payment. \$xxx.xx per month for xx months. \$x,xxx due at signing includes \$x,xxx down payment and first month's payment. No security deposit required. \$xx,xxx Adjusted Capitalized Cost is based on down payment; excludes tax, tag, registration, title and \$xxx.xx dealer fees. Monthly payments do not include applicable taxes. Lessee pays the remainder of maintenance after ABCare expires, excess wear and use, and \$x.xx per mile over xx,xxx miles per year. Lease payments total \$x,xxx. Disposition Fee of \$xxx due at lease-end. May not be combined with certain other offers. Must take delivery between xx/xx/xx and xx/xx/xx.

For well-qualified lessees with approved credit through ABC Dealership Finance. Not all lessees will qualify for this payment amount. Closed-end lease on new 20xx Corolla LE, excluding Hybrid, with automatic transmission and select equipment. Adding options increases payment. \$xxx.xx per month for xx months. \$x,xxx due at signing includes \$x,xxx down payment and first month's payment. No security deposit required. \$xx,xxx Adjusted Capitalized Cost is based on down payment; excludes tax, tag, registration, title and \$xxx.xx dealer fees. Monthly payments do not include applicable taxes. Lessee pays the remainder of maintenance after ABCare expires, excess wear and use, and \$x.xx per mile over xx,xxx miles per year. Lease payments total \$x,xxx. Disposition Fee of \$xxx due at lease-end. May not be combined with certain other offers. Must take delivery between xx/xx/xx and xx/xx/xx.

*\$50 Gift card with test drive. **On select 20XX/20XX ABC models with approved credit through SETF. See dealer for details. Down payment will vary with APR and credit. For example, 0.0% APR with \$0 down payment provides for 60 monthly payments of \$XX.XX per \$1000 financed for qualified buyers only. Plus tax, tag and title and \$798.50 dealer fee not included. For Well Qualified Buyers through ABC Financial. Trade value is based on excessive wear, tear & mileage. Offers cannot be combined. See dealer for complete details. Available on select new ABC purchases or leases. Offers expire XX-XX-XX. "Copyright © 2020 American Marketing & Mailing Services, Inc. All Rights Reserved".