

H A P P Y Autumn



<First>

For this week only, **ABC Dealership** will be holding our Autumn Sales Event. **ABC Dealership** has received a shipment of **New 20XX** inventory. With factory rebates and discounts up to \$X,XXX OFF MSRP on **New 20XX** vehicles, with generous trade-in values, we feel confident that you can make this exchange with little or no out of pocket expenses and with a monthly payment that fits your budget.

Take advantage of finance rates as low as **0% APR** for 60 months on select models' in lieu of factory rebates. With so much to offer and so much to save you can't afford to miss this sales event!

Sincerely,

General Manager

General Manager

**ABC
DEALERSHIP**

1234 Anystreet | City, ST 88888

888.888.8888

www.Dealership.com

Month XXth - XXth
ABC DEALERSHIP

555 West Main St. Anytown, ST 55555
555-555-5555 | www.ABCDealership.com

Take a Test
Drive &
Receive A

\$50 GIFT
CARD

3 DAYS ONLY

Sales Hours:
Mon- Fri 9:00am - 8:00pm
Sat 9:00am - 7:00pm
Sun 11:00am - 6:00pm

**CONTEST RULES AND REGULATIONS: 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 Toyota Dealership. Contest expires XX/XX/XX at 8pm. Offer non-transferable. Odds of winning prizes I, II, III, and V are 1:20,000. Odds of winning prize IV are 19,996 in 20,000. Winners must show proper I.D. along with this personalized letter. The winner will assume any federal, state tax and license liability that may be incurred. Any unclaimed prizes will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All valid claimed prizes will be awarded. Employees of dealership and their families are not eligible to win. The dealership listed in this advertisement and their marketing firm and its agency are not responsible for typographical errors. See complete rules available at sponsor location for details.

Autumn
SALES EVENT

AMOUNT
OF UP TO:

Two Thousand Dollars & 00/100

UP
TO

\$X,000.00+

TO THE
ORDER OF:

ABC DEALERSHIP OF ANYTOWN

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

General Manager

AUTHORIZED SIGNATURE

