

# Road Trip

in Style

## Summer Upgrade Sale



Dear <First Name>,

As the general manager of ABC Dealership, I would like to personally invite you to our Trade & Upgrade Sales Event. **Now is the time to trade in your < Model > and upgrade to a new < Loc15\_ >!** This offer is valid even if you still have an existing balance on your current loan.<sup>1</sup>

Our current incentive packages are our largest discounts of the year. Due to these exceptional offers, your new payment may actually be the same or even lower than your current payment.

**Text your customer number, < Loc34\_ >, to 20777 and we will immediately reply with an offer for your vehicle.\* You can also visit your personalized website<sup>2</sup> to set a VIP appointment and view your upgrade options on our 2024 lineup.**

You can also visit your personalized website<sup>2</sup> to set a convenient appointment and see your exclusive estimate for our latest lineup.

**<FirstNameLastName.ABCTradeUp.com>**

If you have been considering putting yourself in a new vehicle—**NOW IS THE TIME!** To schedule your appointment at ABC Dealership, please call (555) 555-5555 or visit your personal website above. If you choose to stop by, make sure to bring this invitation with you.

*Manager Name*  
General Manager



**ABC DEALERSHIP**  
1234 ANYWHERE ST.  
ANYWHERE, FL 88888

### FULL-SYNTHETIC OIL FILTER & CHANGE

# \$28.88

NO APPOINTMENT NEEDED!

### 4-WHEEL ALIGNMENT

# \$99.95

PRECISION 4-WHEEL ALIGNMENT - ADJUST CASTER, CAMBER, & TOE (WHERE APPLICABLE) TO FACTORY SPECIFICATIONS INSPECT STEERING LINKAGE - INSPECT SHOCK ABSORBERS/STRUTS AND SUSPENSION - CHECK TIRE AIR PRESSURE

**HOURS: Mon-Friday 8:00am - 6:30pm**  
**Sat: 8:30am - 5:00pm Sun: CLOSED**

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

