

< First >, WE INVITE YOU TO OUR

# CAR-B-QUE GRILLIN' PARTY

AT ABC TOYOTA DEALERSHIP



< First > ,

ABC Ford Dealership would like to offer you a **HOT DEAL** at our CAR-B-QUE ! We would like to buy a < Year Make Model > or something similar and we are prepared to offer you an additional amount of up to <\$X,XXX> over the regional market value stated by BLACK BOOK®. You could receive as much as <\$COMPVAL>! The actual market value can only be determined by the mileage & condition listed in the Black Book®, the official industry trade-in guideline.

< First >, as an additional incentive, trade in your vehicle during this event and you may receive an additional \$4,000 for your trade.+

**THE REGIONAL MARKET VALUE STATED  
BY THE BLACK BOOK® FOR A  
< Year Make Model > IS:**

**NEW 2024 GR Corolla  
PAY ONLY \$XXX/MO.\*\***

**< BB AVG VAL >^**



## WHEN

**3 DAYS ONLY  
SAT. MON. XXTH  
XAM - XPM  
SUN. MON. XXTH  
XAM - XPM**

## WHERE

**ABC DEALERSHIP  
1234 Main Street  
City, ST 56789  
888-888-8888  
www.abcd dealership.com**

< First >, You May Be The Winner of

**\$5,000<sup>^^</sup>**

**AWARD  
NUMBER  
< SEQ # >**

**SCRATCH,  
MATCH  
& WIN!!!**



ABC Dealership  
1234 Main Street • City, ST 56789  
888-888-8888  
www.abcd dealership.com

Valid Through XX/XX/XX

THE  
AMOUNT OF  
UP TO:

Two Thousand Dollars.....00/100 cents

**\$2,000<sup>\*\*</sup>**

MAKE  
AVAILABLE  
TO:

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



*ABC Dealership Manager*

General Manager

\*This is not a check. Nonnegotiable. Present upon arrival. Cannot be used in conjunction with any other offer. See dealer for details.

+Not a check - non-negotiable. Make your best deal on a new or pre-owned vehicle and then present this voucher to your participating dealer for additional savings. One coupon per transaction. See dealer for complete details.++ Pictures for illustration purposes only; may not represent actual vehicle for sale. Vehicles subject to prior sale. See dealer for details. ^Copyright © 2016 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (average) Trade-in value and subject to adjustment for mileage and condition. ^^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 Ford Dealership. Contest expires XX/XX/XX at 8pm. Offer non-transferable. Odds of winning prize is 1 in XX,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 it agency are not responsible for typographical errors. See complete rules available at sponsor location for details.