GM GRAM GM GRAM GM GRAM GM GRAM GM GRAM GM GRAM

From the Office of:
Rhett Wagner
Lamb Chevrolet Cadillac • 400 Prescott Lakes Pkwy. • Prescott, AZ 86301 • 928-778-5262

GM | total confidence

Payment Protection • Family Protection
Vehicle Value Protection • Product Protection

**Variable First and Last Name,
We Need Your
<YR MAKE MODEL>**

Dear Variable,

Rarely do high inventories, huge factory cash back and low finance interest rates converge to create the "Perfect Buyer's Market." On top of that great news, GM has just announced its "**Total Confidence**" program. If you buy a vehicle during this event and lose your job due to economic conditions, **GM WILL MAKE YOUR PAYMENTS FOR 9 MONTHS!*** Also, you will receive GM "Value Protection" which could get you up to $5,000 in future trade-in value!

But best of all… I've had several customers come in the past couple weeks looking to purchase a reliable <YR MAKE MODEL> and our records indicate you currently own this or a similar vehicle.

Because we have a need for your vehicle, I am requesting the opportunity to discuss trading you out of this vehicle and into a new Chevrolet, Cadillac or quality pre-owned vehicle or buying it outright from you. It is just about unheard of in this industry that any vehicle actually does a reversal and goes up in value! But your <YR MAKE MODEL> might be worth more now than it was 6 months ago. Because we have a need for your vehicle, I have instructed my management team to "STEP UP" on your trade-in appraisal.

If you still owe a balance, DON'T WORRY! Our records also indicate that you are eligible to trade in your <YR MAKE MODEL> REGARDLESS of YOUR CURRENT PAYOFF. In fact, we will pay off your trade-in as part of the retail transaction should we come to an agreement.

It may sound too good to be true, but it is not! However, because of these crazy market conditions we can only commit to this offer from now until the close of business Thursday April 30, 2009. If you decide to try and take advantage of this tremendous offer, please call me personally at 928-778-5262 so I can set up a time to see you personally. If your schedule does not permit a solid appointment, just stop by the dealership on or before April 30, 2009 and present this letter to an authorized representative. They will find me and we'll get down to business.

Thanks for your interest!

Rhett Wagner

Rhett Wagner
General Sales Manager
928-778-5262

AN AMERICAN REVOLUTION

The best coverage in America
100,000 mile/5-year
Whichever comes first. See dealer for details.

- Transferable Powertrain Limited Warranty
- Roadside Assistance
- Courtesy Transportation

P.S. If you or anybody you know is driving a 2002-2007 car, truck, SUV or mini van, please stop in or contact me. We have an inventory shortage of these vehicles and I will pay top dollar for them.

GM | total confidence

Reinventing the Ownership Experience

PAYMENT PROTECTION:
Payment protection up to 9 months if you lose your job.

FAMILY PROTECTION:
OnStar standard for one year on most GM models.

VEHICLE VALUE PROTECTION:
If you owe more than the vehicle is worth, GM will help make up the difference.

PRODUCT PROTECTION:
Fully backed 5-Year/100,000 Mile Warranty.

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