

# ABC DEALER

LOGO

**ATTENTION: VIP PREFERRED CUSTOMERS**

Our records show that you have a vehicle that we need. Due to high demand, we are now offering the highest trade-in values ever! Bring in your import vehicle and trade up into one of the most popular vehicles on the road today - HONDA.

- ✓ Get the highest trade in value possible
- ✓ Drive home in a new vehicle that doesn't depreciate as soon as you leave the dealership

ABC Dealer will do whatever it takes to get you behind the wheel of a new Honda today. **SAVE THOUSANDS** with great incentives, low interest rates, and deferred payments on a BRAND NEW or Pre-Owned vehicle at ABC Dealer.

You must present this letter upon arrival to a manager at ABC Dealer. This is limited time offer and you can only take advantage of these special offers during business hours beginning **Month XXth, 2009** through close of business **Month XXrd, 2009**.

*For more information or to reserve your appointment, please give me a call today at (888) 888-8888.*

**Offer Expires: Month XXrd, 2009!!! So Act Quickly!!!**

Ask for: John Smith  
[jsmith@abcdealer.com](mailto:jsmith@abcdealer.com)

ABC Dealer  
123 Main St.  
Yourtown, USA 12345

**888-888-8888**

**We Need  
Used Cars!**  
Bring in your trade.

**5 DAYS ONLY!**  
**BUY NOW AT SOME OF THE LOWEST RATES!**

**CERTIFIED  
USED  
AS LOW AS  
4.9% APR\*  
FOR UP TO  
60 MONTHS**

**NEW  
HONDAS  
AS LOW AS  
2.9% APR\*  
FOR UP TO  
60 MONTHS**

\*Annual Percentage rates are determined by information obtained from credit reporting agencies. With Approved Credit.

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