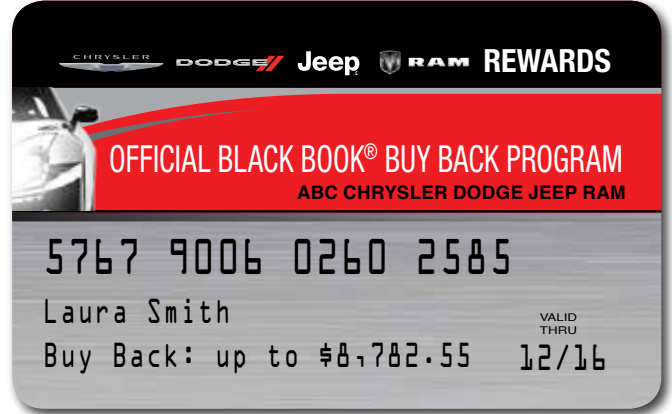


OFFICIAL BLACK BOOK® BUY BACK PROGRAM



OFFER GOOD TUESDAY THRU SATURDAY ONLY!

Tuesday–Friday: 8am–8pm
Saturday: 8am–6pm



Major dealer franchises across the country have seen a tremendous increase in demand for pre-owned vehicles. Certain models have been designated as **HIGH DEMAND**. Our records indicate that you may be the owner of a 2012 Chrysler 200, which is one of these high-demand vehicles. We are conducting a nationwide search for these vehicles for participating dealers. Because your vehicle is in such high demand, ABC Chrysler Dodge Jeep Ram is prepared to offer you **up to 15% over Black Book® value for a 2012 Chrysler 200 or something similar!**

There is **NO PURCHASE NECESSARY** to take advantage of this offer. However, if you do decide to replace your vehicle, ABC Chrysler Dodge Jeep Ram has discounted its entire inventory of new vehicles and is passing on every factory-to-dealer incentive available to you during this **Official Black Book® Buy Back Program**. They have also arranged special financing for all credit levels.

Please call 1-800-251-1445 and enter your Dealer ID: 012 and Access Code: 345678 or log on to YourPreselection.com/012345678 to schedule your appointment.

IMPORTANT NOTICE:

You must present this letter at the dealership in order to take advantage of this offer.

ABC



123 Apple Street • Anytown, US 54321

OFFICIAL BUY BACK OFFER

VEHICLE YEAR:

2012

VEHICLE MAKE:

Chrysler

VEHICLE MODEL:

200

BLACK BOOK VALUE:

\$7,637*

BUY BACK OFFER:

\$8,782.55*

POWERED BY *Black Book*

THIS OFFER IS BARCODE PROTECTED.

You must have your barcode verified at the event location.



LAURA SMITH ZIP 54321 DEALER ID: 012 ACCESS CODE:345678

**ABC Chrysler
Dodge Jeep Ram**

123 Apple Street • Anytown, US 54321

OFFICIAL BLACK BOOK® BUY BACK PROGRAM NOT A CHECK

VALID DATES	DEALER ID	ACCESS CODE	UP TO AMOUNT
Expires Saturday	012	345678	\$8,782.55*

VALUE UP TO **EIGHT THOUSAND SEVEN HUNDRED EIGHTY-TWO DOLLARS AND 55/100*******

TO THE ORDER OF **Laura Smith**

FOR **2012 Chrysler 200**

Pres. *A. Johnson*
Dir. *J. Smith*
Authorized Signatures

NOT A CHECK - NON-NEGOTIABLE
PRESENT THIS PORTION TO THE PARTICIPATING DEALER PRIOR TO OFFER EXPIRATION

*Estimated Black Book® market value is based off of average vehicle condition and mileage, equipment and condition of vehicle may affect vehicle value. Copyright © 2016 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Offer expires Saturday.