

<JOHN, LOOK INSIDE FOR YOUR CHANCE TO>
WIN OVER \$50,000 IN CASH AND PRIZES!*

DEALERSHIP_NAME 12345 ANYSTREET, ANYTOWN, US



CASH MONEY

\$50,000*

SMART

WATCH*

SCRATCH OFF HOLOGRAM
 TO REVEAL YOUR KEY CODE. IF YOUR
 CODE MATCHES ONE OF THE KEYS,
 YOU'RE A WINNER!†

CASH MONEY**

\$100

30455

IF YOU ARE A WINNER CALL:

<1-888-888-8888>

THEN ENTER ACTIVATION CODE:

<1234567890>

<1234567890>

OR VISIT YOUR PERSONAL WEBSITE:

<WWW.PERSONALURL.COM/JOHNDOE>

KEY CODE
52941

DEALERSHIP_NAME

12345 ANYSTREET,
 ANYTOWN, US

<JOHN, GET TOP DOLLAR FOR YOUR SEBRING...>

YOU'RE RECEIVING THIS OFFER BECAUSE YOU OWN ONE OF THE
 HOTTEST PRE-OWNED VEHICLES IN THE MARKET. SO HOT, WE WANT
 TO OFFER YOU UP TO **110% OF KELLEY BLUE BOOK VALUE†** TO TAKE
 IT OFF YOUR HANDS.

<SIMPLY BRING IN YOUR 2012 SEBRING AND LET US EVALUATE IT.
 IF EVERYTHING CHECKS OUT, WE'LL CUT YOU A CHECK FOR UP TO>

<\$18,620†>



BLUE&GOLD INCENTIVE
 OFFICIAL BUYBACK & INCENTIVE PROGRAM

KELLEY BLUE BOOK
 OFFICIAL GUIDE

AUTHORIZED VEHICLE FOR BUYBACK
 <2012 CHRYSLER SEBRING>

BUYBACK OFFER UP TO
<\$18,620†>

AWARDED TO
 <JOHN DOE>

(†) All prices are based on Kelley Blue Book® (Fair? good? excellent?) trade-in value, less ?? cents mileage deductions, reconditioning, trim levels and accessories. Offers cannot be combined. See dealer for complete details. Certain restrictions apply. Dealer and agency are not responsible for incorrect trade values. In the event of a misprinted trade offer your local participating dealer will be able to give you the correct value. With the purchase of any new or pre-owned vehicle in stock. Certain restrictions apply. See dealer for details. Kelley Blue Book® is not a participating partner in or sponsor of this event or offer. Prices are based on Kelley Blue Book® (Fair? good? excellent?) trade-in value and subject to visual inspection and adjustment for mileage and condition. Not responsible for typographical errors. (*) NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION DOES NOT INCREASE CHANCES OF WINNING. Void where prohibited. Scratching off a matching combination qualifies you to play the \$50,000 Instant Win Scratch Off Ticket contest. \$50,000 Instant Win Scratch Off Ticket requires removing (6) of (30) scratch off surfaces to reveal winning symbols to claim cash prize. Odds 1:593,775. See rules on card for details. If after you scratch off the \$50,000 Instant Win Scratch Off Ticket and you are not a \$50,000 winner, you will receive a Smart Watch as a consolation prize. If the on hand supply of Smart Watch prizes runs out, a Smart Watch voucher will be issued and the Smart Watch prize will be available within 45 days. (**) NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION DOES NOT INCREASE CHANCES OF WINNING. Bring invitation to event location to compare your confirmation code to prize board to determine if you have won the \$100 cash. Winner/addressee must be 18 years or older, and must bring flyer to event location during the sale dates listed above. a) All taxes are the responsibility of the prize winner. b) Odds of winning \$100 cash (\$100 value) are 1:10,000. The designated winner must show valid state I.D. and must be verified as the designated winner on file. c) This promotion is void where prohibited by law. d) Dealer not responsible for lost, late or misdirected prize piece. e) This contest is sponsored by the dealership listed on advertisement. f) Eligibility limited to U.S. residents. Employees and relatives of dealership are ineligible to participate in this promotion. See dealer for complete contest rules. Any unclaimed prize will not be awarded. Must be 18 years of age or older to win. Photos are for illustration purposes only. Not responsible for typographical errors. (1) 2016 Honda Civic LX; Closed-Ended Lease: Stock Number: 160229. Model FC2F5GEW, 4 cyl., auto, sedan. Total Amount Paid during Lease Terms \$11,761 plus TT&L \$3,849 due at signing, 36 months, No Security deposit required. 12K miles per year. \$0.15 per excess mile. Lessee responsible for maintenance, excessive wear/tear, and early termination fees. Lease includes destination fee. Lease excludes tax, license, title, registration, documentation fees, options, insurance and the like. Plus TT&L, WAC. (2) 2016 Honda Accord LX; Closed-Ended Lease: Stock Number: 160074. Model CR2F3GEW, 4 cyl., auto, sedan. Total Amount Paid during Lease Terms \$11,761 plus TT&L \$4,199 due at signing, 36 months, No Security deposit required. 12K miles per year. \$0.15 per excess mile. Lessee responsible for maintenance, excessive wear/tear, and early termination fees. Lease includes destination fee. Lease excludes tax, license, title, registration, documentation fees, options, insurance and the like. Plus TT&L, WAC. (3) 2016 Honda Accord LX; Closed-Ended Lease: Stock Number: 160074. Model CR2F3GEW, 4 cyl., auto, sedan. Total Amount Paid during Lease Terms \$11,761 plus TT&L \$4,199 due at signing, 36 months, No Security deposit required. 12K miles per year. \$0.15 per excess mile. Lessee responsible for maintenance, excessive wear/tear, and early termination fees. Lease includes destination fee. Lease excludes tax, license, title, registration, documentation fees, options, insurance and the like. Plus TT&L, WAC. (4) 2016 Honda Accord LX; Closed-Ended Lease: Stock Number: 160074. Model CR2F3GEW, 4 cyl., auto, sedan. Total Amount Paid during Lease Terms \$11,761 plus TT&L \$4,199 due at signing, 36 months, No Security deposit required. 12K miles per year. \$0.15 per excess mile. Lessee responsible for maintenance, excessive wear/tear, and early termination fees. Lease includes destination fee. Lease excludes tax, license, title, registration, documentation fees, options, insurance and the like. Plus TT&L, WAC. (5) 2016 Honda Accord LX; Closed-Ended Lease: Stock Number: 160074. Model CR2F3GEW, 4 cyl., auto, sedan. Total Amount Paid during Lease Terms \$11,761 plus TT&L \$4,199 due at signing, 36 months, No Security deposit required. 12K miles per year. \$0.15 per excess mile. Lessee responsible for maintenance, excessive wear/tear, and early termination fees. Lease includes destination fee. Lease excludes tax, license, title, registration, documentation fees, options, insurance and the like. Plus TT&L, WAC. See dealer for details.

INSIDE ARE THE KEYS TO WIN BIG



BLUE & GOLD INCENTIVE OFFICIAL BUYBACK & INCENTIVE PROGRAM



QUALIFYING VEHICLE
<2012 CHRYSLER SEBRING>

<If you own a Chrysler Sebring between the years of 2010 and 2012, we want to offer you up to 110% Kelley Blue Book Value.†>

SEE REVERSE SIDE FOR DETAILS

PAYMENTS AS LOW AS
\$XXX¹/MO

DEALERSHIP_NAME 12345 ANYSTREET, ANYTOWN, US

- > MONDAY MONTH XX 9AM - 6PM
- > SATURDAY MONTH XX 9AM - 6PM
- > FRIDAY MONTH XX 9AM - 6PM
- > THURSDAY MONTH XX 9AM - 6PM
- > WEDNESDAY MONTH XX 9AM - 6PM
- > TUESDAY MONTH XX 9AM - 6PM

> 6 DAYS ONLY <



20XX MAKE MODEL \$XXX⁴



20XX MAKE MODEL \$XXX²

20XX MAKE MODEL \$XXX⁵

20XX MAKE MODEL \$XXX³



>*****ECRWSS**B-015***
SEQ 12344 TR 44 PK 13
John Doe
123 Any Street,
Columbia, MO 65203 <

> POSTMASTER-TIME SENSITIVE!
IN HOME DATE: MONDAY 00/00/00 <

MAIL
INDICIA
HERE

DEALERSHIP_NAME
12345 ANYSTREET ROAD
ANYTOWN, US 54321

LOOK INSIDE FOR DETAILS.

SEE INSIDE
FOR DETAILS



AUTHENTICITY
PROTECTION



MATCH YOUR SCRATCH-OFF CODE
TO ONE OF THE ENCLOSED KEYS AND
*** YOU'RE A WINNER! **

3 KEYS TO WIN