

# RED TAG SERVICE

 From **\$139**

< ABC MOTORS >  
**100 POINT INSPECTION**

This is not an actual coupon for redemption. This is an example of how your dealership can market to your database or leverage new customers.

< 1234 MAIN STREET • ANYTOWN >

 From **\$129**

< ABC MOTORS >  
**REPLACE BATTERY**

This is not an actual coupon for redemption. This is an example of how your dealership can market to your database or leverage new customers.

< 1234 MAIN STREET • ANYTOWN >

 From **\$79**

< ABC MOTORS >  
**BRAKE PADS**

This is not an actual coupon for redemption. This is an example of how your dealership can market to your database or leverage new customers.

< 1234 MAIN STREET • ANYTOWN >

 From **\$59**

< ABC MOTORS >  
**SPARK PLUGS & WIRES**

This is not an actual coupon for redemption. This is an example of how your dealership can market to your database or leverage new customers.

< 1234 MAIN STREET • ANYTOWN >

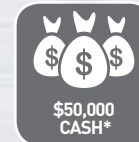
†All prices are based on Black Book clean trade-in value, less 30 cents mileage deductions, reconditioning, trim levels and accessories. Offers cannot be combined. See dealer for complete details. Certain restrictions apply. All offers valid until last day of sale listed on this mailer. Dealer and agency 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 vehicle in stock. Certain restrictions apply. See dealer for details. Copyright © 2015 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® (clean) trade-in value and subject to adjustment for mileage and condition. All offers with approved credit. Offers cannot be combined with any other offer. Due to advertising deadlines inventory is subject to change and some units may already be sold. Any equity deficit in your current vehicle must be paid or refinanced with new vehicle. Bankruptcies must be discharged. See dealer for details.

(\*) 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 \$25 Gift Card as a consolation prize. Promotional Gift Card credit to be used at your choice of ShoppingDough.com Store retailers. Gift card value may applied toward the purchase of products, services, and S&H fees exclusively from the specific websites noted on the gift cards. Only one (1) gift card may be used/redeemed per transaction. Gift cards have no cash value, are not redeemable for cash and may not be combined with credits from other store gift cards. Other terms and conditions may apply - see ShoppingDough.com for full details and restrictions.

(\*\*) NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION DOES NOT INCREASE CHANCES OF WINNING. See dealer for details. Bring invitation to event location to compare your confirmation code to prize board to determine if you have won \$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. Due to advertising deadlines some incentives may no longer be available. (1) New 2015 Chrysler 200 Limited; MSRP: \$24,945. ABC Motors Discount: \$3,045. Factory Rebate: \$3,000. Plus tax, title and license. With approved credit. See Dealer for Details. (2) New 2015 Jeep Cherokee Latitude; Closed-Ended Lease: Total Amount Paid during Lease Terms \$12,320 plus tax, title and license. \$3,238 due at signing, 39 months lease. No Security deposit required. 10,000 miles per year. \$0.25 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 tax, title and license. With approved credit. See Dealer for Details. (3) New 2015 Ram 1500 Crew Cab; MSRP: \$41,635, ABC Motors Discount: \$5,500. Factory Rebate: \$5,500. Plus tax, title and license. With approved credit. See Dealer for Details.



**YOU COULD WIN \$50,000!\***



**SCRATCH-OFF ON OTHER SIDE. IF YOU MATCH 3 VALUES, YOU WIN!\***

TO ACTIVATE YOUR ACCOUNT CALL

**1-888-123-4567**

THEN ENTER YOUR ACTIVATION CODE

**12345678**

**JOHN SAMPLE**  
12345678

ABC MOTORS  
12345 MAIN STREET • ANYTOWN, US



**ABC MOTORS**  
12345 MAIN STREET  
ANYCITY, ANYSTATE USA

PRODUCT NO.  
**BB-912-FLX-RT1**  
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**3 DAYS ONLY**

THU MONTH 18 9AM-9PM  
FRI MONTH 19 9AM-9PM  
SAT MONTH 20 9AM-9PM

**ABC MOTORS**  
1234 MAIN STREET • ANYTOWN, US 12345



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



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

ABC MOTORS\_ ANYTOWN

THIS IS THE BIGGEST CAR BUYING EVENT OF THE YEAR.

GET UP TO  
**110%**  
BLACK BOOK VALUE  
FOR YOUR  
TRADE!<sup>†</sup>

# RED TAG EVENT



JOHN, YOU COULD WIN \$50,000!!!

SCRATCH OFF THE HOLOGRAM.  
MATCH 3 AMOUNTS TO WIN.\*  
IF VALUES DON'T MATCH, YOU LOSE.



IF YOU ARE A WINNER CALL  
& ENTER YOUR CODE:

**1-888-888-8888**

CODE: 12345678



ABC MOTORS' BIGGEST EVENT OF  
THE YEAR IS HAPPENING RIGHT NOW.  
OVER 100 NEW AND USED VEHICLES  
WILL BE RED TAGGED WITH OUR  
LOWEST PRICES OF THE YEAR.

2016 RAM 1500 REBEL



**\$5000** OFF MSRP<sup>(1)</sup>

RED TAG EVENT

1 2 3 4 5 6 7 8 1 2 3 4

1234 GOOD THRU MONTH 20

JOHN DOE TRADE-IN VALUE UP TO\* \$18 260

2012 MAKE MODEL

YOUR RED TAG BUY-BACK OFFER

2012 MAKE MODEL BUYBACK VALUE UP TO<sup>†</sup>

**\$18,260**



6 DAYS ONLY  
ENDS 3/20

ABC MOTORS  
12345 MAIN STREET  
ANYTOWN, STATE

2016 CHRYSLER 200



**\$199** PER MONTH<sup>(2)</sup>

2016 DODGE CHARGER



**\$199** PER MONTH<sup>(3)</sup>

2016 JEEP COMPASS



**\$199** PER MONTH<sup>(4)</sup>