

# Buy Back Mailer

We will design a custom buyback mailers piece to target your needs. With our lists you can target specific customers with offers for their current vehicle. The mailer invites them to your dealership by letting them know you are interested in their vehicle.

*New and Highly Effective!*



## 100% BUY BACK EVENT

**NO PAYMENTS  
TILL 2015!!!\***

PIN Number: DM139



We need your vehicle now!! My name is Charlie Jeffrey and I am the General Manager at Cole Nissan Pre-Owned Super Store and we are faced with a problem. We normally buy a significant number of vehicles a month from local and national auctions to stock our used car department. Due to the recent storms across the country, flood damaged vehicles have begun to show up at these auctions. We simply cannot risk our reputation and take the chance of purchasing one of these vehicles and it making its way into the hands of one of our customers. Therefore we need as many used vehicles as we can get. My problem could be your opportunity!

**1.99%  
ON PRE-OWNED  
VEHICLES**



*Here is the opportunity for you:*

We have decided to make a personal appeal to owners of your vehicle in our local market in an attempt to either trade with you or buy your vehicle outright. This is a straightforward appeal to purchase your vehicle for **100% OF THE ORIGINAL MANUFACTURERS SUGGESTED RETAIL BASE PRICE\*** when your vehicle was new! Even if you did not buy it new we will honor this offer.

*This is how it works:*

Bring your vehicle into the dealership during this Huge Event. I have instructed our people to offer you 100% of the original MSRP base price for your vehicle. You will receive **100% OF THE BASE MODEL MSRP IN TRADE\*** toward a new vehicle or one of our clean, late model, pre-owned vehicles. Obviously, your current vehicle must be in safe operating condition, with normal wear and tear and free of paint and collision work. The only adjustments will be made for mileage, ten cents to fifty-five cents, depending on models and reconditioning. We are not here to "nitpick" your trade-in. We are here to sell New & Quality Pre-Owned Cars, Trucks, Vans and SUV's at prices much lower than expected.  
(\*See reverse for terms & conditions of this offer)

**Get  
100% OF MSRP  
FOR YOUR TRADE\***

To Activate

**Your Pre-Qualification: YOU'RE PRE-QUALIFIED FOR AN AUTO LOAN BETWEEN \$8,500 TO \$26,900\*\***

- Step 1.** Call toll free **855-378-3932** any time 24/7 and talk to a live representative or visit our website at: **WWW.CARLOANNOW.NET** and enter your authorization code below.
- Step 2.** Your identity will be verified and you will receive your pre-qualified amount, write down amount here: \_\_\_\_\_
- Step 3.** Come to **Cole Nissan Pre-Owned Super Center** & drive home TODAY!

Your Authorization Code:

**DM139**



**COLE NISSAN PRE-OWNED  
SUPER CENTER**  
3003 Stadium Drive  
Kalamazoo, MI 49008  
JAY MARSACK (269) 342-9800

**Hundreds of New & Pre-Owned Vehicles  
to choose from!!**

our goal:  
**100% LOAN APPROVAL**

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll free 1-888-567-8688 See PRESSCREEN & OPT- OUT NOTICE on reverse for more information about prescreened offers.