



5555 W. Plam Spring
Anywhere, CA 55555
www.yoursite.com
1-800-555-5555

JOHN WILLIAMS
2313 RIDGEWAY CT.
SMALLTOWN, MI 49444

Dear JOHN,

In light of the recent strand of recalls by the Toyota Corporation and the ongoing investigation of safety concerns conducted by the U.S. Department of Transportation, the [MAKE] Corporation and [DEALERSHIP NAME] have decided to lend a helping hand to customers that currently own a Toyota product. We understand that your confidence in driving a safe and reliable vehicle may have been shaken so the Hyundai Corporation and [DEALERSHIP NAME] have teamed up to send our help out to you.

Effective immediately, and through [END DATE], we are offering the following to any person currently owning a Toyota Product:

\$1,000.00 SPECIAL REBATE ON YOUR CURRENT TOYOTA PRODUCT ON THE PURCHASE OF ANY:

[YEAR] [MODEL]

[YEAR] [MODEL]

[YEAR] [MODEL]

PLUS

[DOLLAR AMOUNT] REBATE ON [YEAR] [MODEL]

[DOLLAR AMOUNT] ON [YEAR] [MODEL]

[DOLLAR AMOUNT] ON [YEAR] [MODEL]

And finance rates as low as 0% (see dealer for details)

Think about this, our [MAKE] products lead all other manufactures in MPG in the U.S. And if [MAKE] is willing to put a 5 year 60,000 mile warranty and a 10 year 100,000 mile powertrain warranty on its products, would that in itself be enough to back up what we sell? If you want out of your Toyota and into something better, then do it in style, comfort and class. Do it in a [MAKE] .

Bring this letter in with you and we will pay for your first 2 oil changes at [DEALERSHIP NAME] Service Department!!! [DEALERSHIP NUMBER]

Thank You

You can choose to stop receiving prescreened offers of credit from this and other companies by calling toll free 1-888-567-8688. See Prescreen 7 opt out below for more information about prescreened offers.

**TERMS & CONDITIONS OF OFFER: You must be at least 18 years of age to be eligible for this offer. You must continue to meet the criteria used to select you for this offer and our credit worthiness criteria. Your vehicle monthly payment not to exceed 20% of your gross verifiable monthly income; your combined monthly debts and other credit obligations not to exceed 50% of your gross verifiable monthly income; that your down payment meets our equity requirements; and that you furnish the required collateral. This offer is void where prohibited by law. This offer is nontransferable. This offer expires 30 days from the date of the letter shown on the front.