



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

JOHN WILLIAMS
2313 RIDGEWAY CT.
SMALLTOWN, MI 49444

Dear John,

This is not a solicitation, but an invitation for you to take advantage of. I am [YOUR NAME] and I am the [YOUR TITLE] of [DEALERSHIP NAME]. I would like to invite you and a select number of others like you, to our Dealership. We selected you because of your unique credit standing and with all of the governmental bailouts and bankruptcies; there has never been a better time for you to take advantage of the rock bottom deals on automobiles. If you are currently in the market for a New or Pre-Owned vehicle I have great news for you. Recent information has identified you as a Blue Chip Customer, which means that you have been Pre-Qualified To Buy the vehicle you need from [DEALERSHIP NAME]. Once here, you will find one of the areas finest selections of New and Quality Pre-Owned vehicles.

If you have not found the right price, payment, vehicle interest rate or terms to fit your needs, I am sure that we can help. I am so sure, that if you do not get the satisfaction that you are looking for at our dealership, please tell my staff that you want to see me. I will do ever thing in my power to make sure that you [DEALERSHIP NAME] satisfied and that you have been treated with the up most respect, honesty and professionalism that you would expect to receive. We Can Help if you just give us a call today at [DEALER NAME]. Even better, prior to stopping in or calling us, you can find out your pre-qualification details by going on to: WWW.999CARLOAN.COM or calling me or my [TITLE B], [NAME B] at [NUMBER B] and entering your PIN NUMBER [PIN HERE]. Please hurry because I will only offer this invitation for 1 week only!!! Thank you for your time and we look forward to helping you.

Sincerely,
[NAME A]
[NAME A]
[NUMBER A]

[NAME B]
[TITLE B]
[NUMBER B]

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.