



<imb_adr>
 <name>
 <addr1>
 <city>, <state> <zip10>

2013 YEAR-END CLOSEOUT SALE!

<fname>, you have been pre-selected for **Perry Mercedes's Year-End Closeout Sale**. Over 300 brand new 2013 and 2014 Toyota vehicles have been specially delivered as part of this closeout event. All vehicle prices have been drastically reduced with savings of up to \$11,000.00 on select models. This means you may even qualify for a brand new vehicle of your choice with payments equal to or less than your current monthly payment!*

We will have available nearly new factory demos, buybacks, lease returns and bank repossessions will be on site with savings as much as 40% off of the original MSRP.



UP TO 145% of Blue Book^{††}  **Kelley Blue Book**
 THE TRUSTED RESOURCE

Our Biggest Offer Ever for Trades!



Special Buyback Program: Due to current economic conditions and an increased demand for pre-owned vehicles, we are in desperate need of quality vehicles between model years 2006 and 2011. State licensed buyers will be on hand to offer appraisals and bid on your current vehicle. You could receive as much as 145% of Blue Book Value.^{††} Free Blue Book appraisals with no purchase required.

This exclusive offer is for invitation holders who have been notified of this sale event and vehicle buyback program.

**Plus <fname>,
 You have definitely won
 one of these cash prizes:**

- I. 2014 Mercedes CLA**
- II. \$100 Cash III. \$10.00 Cash**
- IV. \$1,000 Cash V. \$10,000 Cash**



If your key opens the lockbox AND the number above your name matches the one posted in our showroom... YOU WIN!!!***

2 DAYS ONLY!

**FRIDAY
 DECEMBER 6
 9AM-8PM**

**SATURDAY
 DECEMBER 7
 9AM-6PM**



Perry Mercedes

123 Main Street, Hometown, USA 55555

555-555-5555

www.PerryToyota.com

With approved credit on select vehicles for a limited term. **Guaranteed credit approval may require a down payment. Down payment varies with credit worthiness. No two advertised offers may be combined. †145% of Blue Book offer: There is a loan value deduction in mileage (.10 to .50) depending on model and reconditioning costs. Offer expires December 7, 2013. *CONTEST RULES AND REGULATIONS: No purchase necessary. No submission to sales presentation or test drive required. Purchase does not increase chances of winning. Void where prohibited. Contest is open to (residents of/legal US citizens) who are 18 years of age or older and in possession of a valid driver's license. Employees of (Dealer, Broker, related sponsors) and immediate family members of employees or members of the same household are ineligible. Contest may be attended at Perry Mercedes. Contest expires 12/7/13 at 6pm. Offer nontransferable. Odds of winning item III are 9,996:10,000. Odds of winning items I, II, IV, or V are 4:10,000. Winner responsible for tax, title, and license. Winners must show proper I.D. along with this personalized letter. The winner will assume any federal, state tax and license liability that may be incurred. Employees of dealership and their families are not eligible to win. All validly claimed prizes will be awarded. Any unclaimed prizes will not be awarded. Grand prize is non-transferable. See complete rules available at sponsor location for details. Offers cannot be combined or used in conjunction with any other advertised offer.



Happy Holidays <fname>!
\$50 OFF
YOUR NEXT SERVICE VISIT

Cannot be combined with other coupons or in-store specials. Cannot exceed 20% discount of total parts and service bill. Does not include sales tax or shop supplies. Coupon has no cash value. Can not be combined with any other offer. Present this coupon at Perry Mercedes. Expires 12/31/13.





**It's Perry Mercedes'
Year-End Closeout Sale,
and for a limited time,
we're celebrating our
biggest deals of the year.**



Mercedes-Benz

Happy Holidays!

ALL-NEW REDESIGNED

NEW 2014 MERCEDES

CLA



ALL-NEW REDESIGNED

NEW 2014 MERCEDES

E-CLASS

