

# OFFICIAL BUY-BACK DETAILS:

We want to buy certain high quality pre-owned vehicles! Demand for vehicles that meet this criteria are at an all time high and we're willing to pay up to 120% of

**Black Book Value RIGHT NOW!\***

**\$500 VEHICLE DISCOUNT**

**Save Off Any Vehicle Purchase**

One coupon per purchase. Must present at time of arrival. Valid with the purchase of in-stock vehicles. Not valid with any other offer. Valid only at Perry Nissan. Expires 4/7/14.

## OFFICIAL BUYBACK CLAIM CARD

Card Holder: <Firstname> <Lastname>  
Vehicle Year: <Year>  
Vehicle Make: <Make>  
Vehicle Model: <Model>  
Our offer: <Offer>\*

Confirm your buy back request and schedule a VIP vehicle evaluation time by calling:

**888-123-4567**

**You could win**

**\$10,000!<sup>++</sup>**

<123456>

Bring this invitation to the dealership then scratch to match your qualification number

1000 Main Street  
Anytown, US 12345

JOHN SMITH  
123 SIDE ST  
ANYTOWN US 12345-1234



**2014 Nissan Rogue**  
Starting at: \$22,490





Innovation  
that excites

# PERRY NISSAN BUYBACK. WE NEED YOUR VEHICLE.

Receive up to 120% of  
Black Book Value\*  
for your vehicle!

POWERED BY *Black Book*

Whether you need some extra spending cash or you want to get into a new vehicle with a smaller monthly payment, we're willing to pay you up to 120% of Black Book Value\* for your vehicle.

You might not ever see another opportunity like this again.  
Tuesday, April 1st - Monday, April 7th, 2014



2014 Nissan Altima  
Starting at:  
\$18,999

## SALE HOURS

Mon - Fri: 9:00a - 8:00p  
Sat: 9:00a - 7:00p  
Sun: Closed

\*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 the 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 or pre-owned vehicle in stock. Certain restrictions apply. See dealer for details. 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 based on Black Book® (clean) trade-in value and subject to adjustment for mileage and condition. Offer ends 4/7/14.

††No purchase or donation necessary to enter or win. Purchase or donation does not increase chances of winning. Contest open to recipients of this mail piece ages 18 or older. Odds of winning \$10,000: 1:20,000. The designated winner must show valid ID and must be verified as the winner on file at the insurance company. Void where prohibited by law. Dealer and or event coordinator, and advertising agency are not responsible for lost, late, or misdirected mail. Dealer, dealer's family, employees of the promotion company and their family members are ineligible. Not responsible for typos. Eligibility limited to US residents.

Confirm your buy back  
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VIP vehicle evaluation  
time by calling:

888-123-4567



**PERRY NISSAN**  
1000 Main Street  
Anytown, US 12345  
[www.perrynissan.com](http://www.perrynissan.com)