



#1 for everyone
sales event

Perry Toyota Buy Back Program

Perry Toyota is in desperate need to acquire several pre-owned vehicles in order to fulfill numerous special used make and model requests.

APPOINTMENT RESERVATION LINE:

888-888-8888

1000 MAIN STREET
ANYTOWN, US 12345
WWW.CLAYTONPERRYTOYOTA.COM

Dear <Firstname>,

You are invited to a special **Private Vehicle Exchange Event** at Perry Toyota! We are in desperate need to acquire several pre-owned <year> <Make> <Model> in order to fulfill numerous special preowned make and model requests. As general manager of Perry Toyota in Matthews, NC, it is my pleasure to invite you to take part in a very unique opportunity. With factory incentives and generous trade-in values, we feel confident that you can make this exchange with little or no out of pocket expense and with a monthly payment that fits your budget.

<Firstname>, here is how you can benefit from the Perry Toyota Buy Back Program:

Once we make a deal, Perry Toyota will pay off the balance of your <year> <Make> <Model> at special top-market trade-in terms. Receive up to 120% of Kelley Blue Book value for your trade!†

LOWER YOUR PAYMENT AND DRIVE HOME IN A NEW VEHICLE!

During this event, you may be eligible to upgrade to a NEW TOYOTA at near or even BELOW your current or previous payment. Due to the high demand of quality pre-owned vehicles, you may be able to trade in your current vehicle with **NO DOWN PAYMENT** AND INTEREST RATES AS LOW AS 0%!**‡

This combination of offers can save you thousands on the entire transaction when you visit Perry Toyota during this event. To reserve a convenient appointment with a Perry Toyota representative, call us at 888-888-8888 or stop in. Simply bring this invitation with you and register at the front desk.

THIS OFFER ENDS AT PERRY TOYOTA MAY 31ST, 2014 AT 9:00PM!

Due to the anticipated response to this invitation, early attendance is suggested. Please bring all decision makers and plan to take immediate delivery. **WE NEED YOUR TRADE!**

Sincerely,

Clayton Perry

Clayton Perry
General Manager

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888-888-8888

1000 MAIN STREET, ANYTOWN, US 12345
WWW.CLAYTONPERRYTOYOTA.COM

*If we can make a deal by MAY 31ST we'll pay off your trade, NO MATTER HOW MUCH YOU OWE**

HURRY, ENDS MAY 31ST, 2014

Monday 9:00am-9:00pm
Tuesday 9:00am-9:00pm
Wednesday..... 9:00am-9:00pm
Thursday 9:00am-9:00pm
Friday 9:00am-9:00pm
Saturday 9:00am-8:00pm
Sunday Noon-6:00pm

1) ON SELECT NEW TOYOTA VEHICLES. ON APPROVED CREDIT. NOT ALL BUYERS WILL QUALIFY FOR 0% FINANCING.
*POSITIVE OR NEGATIVE EQUITY MAY BE APPLIED TO LOAN. **\$0 DOWN PAYMENT WITH QUALIFIED CREDIT ON SELECT VEHICLES PLUS TAX, TITLE, LICENSE AND FREIGHT. †KELLEY BLUE BOOK TRADE VALUE MAY BE LESS BASED ON EXCESSIVE MILEAGE AND VEHICLE WEAR AND TEAR. ‡OFFERS END 5/31/14. SEE DEALER FOR COMPLETE DETAILS. PHOTOS ARE FOR ILLUSTRATION PURPOSES ONLY.

AS LOW AS
0% APR
FOR 60 MONTHS¹

NEW 2014 CAMRY SE



\$189/mo

For qualified lessees with a credit score of 680 or higher through Southeast Toyota Finance. Closed-end lease on new 2014 Camry SE model # 2546, excludes tyroids, with automatic transmission and select equipment. Adding options increases payment. \$189.00 per month for 36 months. \$2,588 due at signing includes \$2,399 down payment and first month's payment. No security deposit required. \$22,112 Adjusted Capitalized Cost is based on down payment; excludes tax, tag, registration, title and dealer fees. Dealer fees vary by dealer. Lessee pays maintenance, excess wear and tear, and \$0.18 per mile over 12,000 miles per year. Lease-end purchase option is \$15,561 and lease payments total \$6,804. Disposition fee of \$350 due at lease-end. Cannot be combined with any other offers. Must complete retail sale and take delivery between 03/04/14 - 03/31/14.

NEW 2014 COROLLA LE



\$169/mo

For qualified lessees with a credit score of 680 or higher through Southeast Toyota Finance. Closed-end lease on new 2014 Corolla LE model # 1852, with automatic transmission and select equipment. Adding options increases payment. \$169.00 per month for 36 months. \$2,568 due at signing includes \$2,399 down payment and first month's payment. No security deposit required. \$17,221 Adjusted Capitalized Cost is based on down payment; excludes tax, tag, registration, title and dealer fees. Dealer fees vary by dealer. Lessee pays maintenance, excess wear and tear, and \$0.18 per mile over 12,000 miles per year. Lease-end purchase option is \$15,220 and lease payments total \$6,084. Disposition fee of \$350 due at lease-end. Cannot be combined with any other offers. Must complete retail sale and take delivery between 03/04/14 - 03/31/14.

NEW 2014 4RUNNER



0% / 60 mo

0.0%/0.0%/1.9% annual percentage rate financing on new 2014 4Runner with respective terms of 36/48/60/72 months. All offers require approved credit through Southeast Toyota Finance. Payments for the first 90 days are deferred. Interest is deferred for 90 days for the 72-month term. Monthly payment for every \$1,000 financed is 0.0% - 36 months = \$27.78; 0.0% - 48 months = \$20.83; 0.0% - 60 months = \$16.67; 1.9% - 72 months = \$14.75. No down payment. Excludes tax, tag, registration, title and dealer fees. Dealer fees vary by dealer. Cannot be combined with other offers. Must complete retail sale and take delivery between 03/04/14 - 03/31/14.

Oil & Filter Change

\$9.95

MUST PRESENT COUPON AT TIME OF WRITEUP. UP TO 5 QTS OF OIL. SYNTHETIC, SYNTHETIC BLEND, AND ADDITIONAL QTS EXTRA. DIESEL VEHICLES EXCLUDED. VALID ONLY AT PERRY TOYOTA. EXPIRES 5/30/14.



PERRY TOYOTA
1000 MAIN STREET, ANYTOWN, US 12345
888-888-8888

ADDITIONAL TRADE-IN ASSISTANCE

THE SUM OF UP TO: One Thousand Five Hundred Dollars and 00/100

*****\$1,500.00**
ONE FIVE ZERO ZERO ZERO ZERO

In stock vehicles only. Limit one certificate per vehicle. \$1,500 off suggested retail price. This is not a check or negotiable instrument. Voucher is valid only on select vehicles on sales dates during the dates listed. Not valid with any other advertised offer or prior purchase. Valid only when signed by sales manager at sale and must be endorsed by customer.

AUTHORIZED SIGNATURE
Non-negotiable voucher. No cash value.
Valid only during sale dates.

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