

# Not One-Size-Fits-All Marketing

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Customized Campaigns Built for  
Your Brand, Your Market, and Your Customer

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From luxury dealerships to high-volume stores and military-targeted programs — every campaign is tailored to fit.



Auto Technologies Marketing & Promotions  
A Division of Auto Technologies inc.



# You Run the Dealership. We'll Generate the Traffic.

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- Capture Leads.
  - Close More Deals.
  - Grow Your Sales.
- 

From high-impact events like **Big Momma**,  
to brand-safe mailers and targeted Military Market Domination  
programs, we've got **you covered**.

# Coordinating Multi-media



ACROSS THE STREET FROM THE JM LEXUS NEW CAR FACILITY

**LEXUS**  
Certified Pre-Owned  
**SUPERSTORE**

2020  
**Year-End Clearance Event**

AF\*MCES \$2999  
PRICES \$2995 FROM

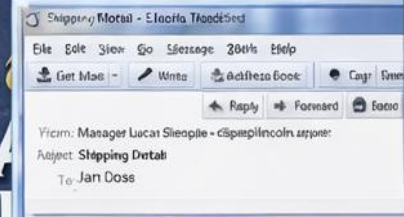
6401 West Sample Road • Ca

Year-End Clearance Event! Click here to win 60" Flat Screen TV! [Pre-Approved!](#) Payments from \$99 Per Month\*\* Reply STOP to Quit

Tracking ID: 2707-61339995  
Date: Monday, 4 January 2013, 09:42 AM

YOU ARE INVITED TO ATTEND IM Lexus Year-End Clearance Event! Come in and win 50" SBTP Plasma TV, your LAMME! for your final \$5 Flat Screen 50" 7000 15 399 that is another ONLINE! Get Pre-Approved today! Text to 606 506 506

6401 West Sample Road • Centre Floor • cont'd



# TURBO INVENTORY SYSTEM

Put Your Inventory Directly in Front of Active Buyers — *Instantly*

**Year-End CLEARANCE EVENT**

LOCATED ABOVE THE HIGHEST TRAFFIC THE MAJOR HIGHWAY

BLACKJACK

Page 3 of 3

ORVER - INPORSMBETAL 4-111 5

**\$300,00 off**

Restorati for Inigo Car Inticacety

Delivered → Clicked → Landed

JJMLLEXUS

HOME SPECIALS NEW USED FINANCE SERVICE PARTS COLLISION ROLLS MORE

RUA BUY AT HOME. CALL US AT 855-XEXUS RUA

2016 LEXUS RX 550 PREMIUM NAVIGATION

Price Better Savings **\$4,271**

Discount **\$3779**

Price **\$37,991**

Estimate My Payment **\$627**

My Offer \$ 2791

Credit Score CMAA C008 357

Payment\* PLOW FINVING

Protects A00 18A01

Down Payment \$ 3800

VIEW DETAILS

PRNONGELKE TREGHIGHT

- Geo-Targeted Email Distribution
  - Direct-to-Inventory Clicks
  - Drives Traffic, Leads, and Engagement
- Your inventory doesn't sit — it gets seen.*

# Bi-Fold Key Mailer

Proven mail formats designed to drive response and showroom traffic

LOCATED ACROSS THE STREET FROM THE JM LEXUS NEW CAR FACILITY.

**LEXUS**  
Certified Pre-Owned

## SUPERSTORE

2007

# Year-End CLEARANCE EVENT

We are clearing out all pre-owned vehicles at unprecedented savings. If you are even thinking about buying a vehicle, now is the time!

**TEST DRIVE CHALLENGE**  
NO PURCHASE NECESSARY. TEST DRIVE A JM CERTIFIED PRE-OWNED VEHICLE AND REGISTER FOR A CHANCE TO WIN A...  
**50" FLAT SCREEN TV!**

**PAYMENTS \$99 PER MO.**  
AS LOW AS

**PRICES \$2995**  
FROM

5401 West Sample Road • Coconut Creek • 1.800.731.8734

[www.JMLEXUS.com](http://www.JMLEXUS.com)

**EVENT HEADQUARTERS**  
1234 W. Main Street  
AnyCity, AnyState 00000

**POSTMASTER-TIME SENSITIVE!**  
N EXPIRE DATE: Tuesday, May 5, 2009

SCRATCH OFF TO SEE IF YOU HAVE WON!

**2008 FORD MUSTANG!**

1 DELL COMPUTER  
2 1000 CASH  
3 50" FLAT SCREEN

NOT BUYING? NO! NO PURCHASE NECESSARY. SEE IF YOU ARE LUCKY TO ATTEND YOUR CODE!  
**2 WAYS TO ACTIVATE YOUR CODE!**  
[www.abcdealer.com](http://www.abcdealer.com)  
 1-866-673-5476

**YOU COULD WIN THIS 2008 FORD MUSTANG!**

YOU ARE INVITED TO THE

# 1st Annual VEHICLE CLEARANCE EVENT

**PAYMENTS \$99 PER MO.**

**PRICES \$2995**

**TEST DRIVE CHALLENGE**  
NO PURCHASE NECESSARY. TEST DRIVE A JM CERTIFIED PRE-OWNED VEHICLE AND REGISTER FOR A CHANCE TO WIN A...  
**50" FLAT SCREEN TV!**

**YOU COULD WIN THIS 2008 FORD MUSTANG!**

**ABC Dealer 866-673-5475**

1234 W. Main Street • AnyCity, AnyState 00000

[www.ABCDealer.com](http://www.ABCDealer.com)

# 1st Annual VEHICLE CLEARANCE EVENT

It's finally here! Now is the perfect time to buy a new car. The best time to buy is now. So why not take advantage of the best time to buy? Buy a new car today! Buy a new car today! Buy a new car today!

**THERE ARE 3 THINGS YOU CAN EXPECT WHEN ATTENDING THIS EVENT:**

- 1) Friendly Customer Service
- 2) Exciting People-Winning Prizes
- 3) Interactive Selection of Vehicles Priced Thousands Below Market Value!

**CLEARANCE EVENT PRIZE BOARD**

If the spirit of Christmas is in your heart, you'll want to win a 2008 Ford Mustang, a new Dell Computer, a Flat Screen TV, or a 50" Flat Screen TV!

**YOU'VE WON!**

2008 FORD MUSTANG  
NEW DELL COMPUTER  
FLAT SCREEN TV  
50" FLAT SCREEN TV

2 WAYS TO ACTIVATE YOUR CODE!  
[www.abcdealer.com](http://www.abcdealer.com)  
 1-866-673-5476

50 WAYS TO WIN!  
 50 WAYS TO WIN!  
 50 WAYS TO WIN!  
 50 WAYS TO WIN!  
 50 WAYS TO WIN!  
 50 WAYS TO WIN!

COME INTO THE DEALERSHIP TO REDEEM YOUR PRIZES!

SEE PRE-APPROVED FINANCING BY REGISTERING ONLINE!  
[www.ezcreditapp.com](http://www.ezcreditapp.com)

**STIMULUS VOUCHER**

USE THE APPROVED VOUCHER TO RECEIVE \$2000 CASH TOWARD ANY SELECT PRE-OWNED VEHICLE PURCHASE!

**ABC Dealer 866-673-5475**

1234 W. Main Street • AnyCity, AnyState 00000

[www.ABCDealer.com](http://www.ABCDealer.com)

**HUNDREDS OF VEHICLES TO CHOOSE FROM!**  
NEARLY EVERY MAKE AND MODEL AVAILABLE IN THIS GIANT CLEARANCE EVENT!

	<b>\$0000</b>		<b>\$0000</b>		<b>\$0000</b>
	<b>\$0000</b>		<b>\$0000</b>		<b>\$0000</b>

**STIMULUS VOUCHER**

ABC DEALER # \_\_\_\_\_

YOUR VOUCHER # \_\_\_\_\_

DATE OF PURCHASE \_\_\_\_\_

AMOUNT \$2000.00

VALIDATED COUNTRIES OF ADO CONTRACT

**ABC Dealer 866-673-5475**

1234 W. Main Street • AnyCity, AnyState 00000

[www.ABCDealer.com](http://www.ABCDealer.com)

# CUSTOMER APPRECIATION

Retention-driven mailers designed to increase repeat business and service traffic

YOU ARE INVITED TO THE

# 1st Annual CUSTOMER APPRECIATION SALE

**PAYMENTS**  
AS LOW AS **\$79** PER MO.  
AS

**PRICES**  
FROM **\$4995**



**TEST DRIVE CHALLENGE**  
NO PURCHASE NECESSARY!  
TEST DRIVE THE VEHICLE OF YOUR DREAMS FOR A CHANCE TO WIN!  
One chance per household. Must be present and 18 years or older to see. Void where prohibited.

YOU COULD BE THE LUCKY WINNER OF A NEW MALIBU!

**DeNooyer Chevrolet**  **TOLL FREE 1-866-297-7108**

127 Wolf Road • Albany, NY 12205  **AN AMERICAN REVOLUTION**

[www.denooyerchevrolet.com](http://www.denooyerchevrolet.com)

**EVENT HEADQUARTERS**

SCRATCH OFF TO SEE IF YOU HAVE WON!  
IF THESE NUMBERS MATCH THE NUMBERS ON THE BACK OF THIS MAILER, YOU WILL BE ONE OF THE FOUR GREAT PRIZES\*\*  
NO PURCHASE NECESSARY TO WIN

**POSTMASTER-TIME SENSITIVE!**

1  **WIN A 2009 MALIBU!**

2  **3 DAY/2 NIGHT CRUISE FOR 2**

3  **\$100 CASH**

4  **52" FLAT SCREEN TV**

GET PRE-APPROVED FOR FINANCING BY VISITING US ONLINE AT:  
[www.carsfinancednow.com](http://www.carsfinancednow.com)

YOUR COULD BE THE WINNER OF **A NEW MALIBU!**



Designed to re-engage past customers, increase service visits, and drive repeat sales.



# Service & Retention Mail Campaigns

## Turn Your Service Drive Into a Consistent Revenue Engine

Monday & Thursday 8:00am - 5:00pm  
Tuesday, Wednesday & Friday 8:00am - 5:00pm

**HUMMER** LIKE NOTHING ELSE

**0% APR**

**2** Convenient Locations

**2008 HUMMER SPORT PACKAGE H3**

FINANCING AVAILABLE ON ALL NEW 2008 HUMMERS!

ALL OUR LEASE PRICES INCLUDE ACQUISITION FEE & DESTINATION... NO SURPRISES!

**DID YOU KNOW?** The Hummer H3 Gets **NEE FEE** SAVINGS **FASTER** Than These Vehicles:

- Jeep Grand Cherokee
- Toyota 4Runner
- Nissan Xterra
- Subaru Forester
- Ford Explorer
- Chrysler PT Cruiser
- Jeep Wrangler
- Jeep Compass
- Jeep Liberty
- Jeep Patriot
- Jeep Grand Cherokee
- Jeep Compass
- Jeep Liberty
- Jeep Patriot
- Jeep Grand Cherokee
- Jeep Compass
- Jeep Liberty
- Jeep Patriot

2008 HUMMER H3 SUV	MSRP \$54,995	SALE PRICE \$54,995	SALE PRICE \$599.95
2008 HUMMER H2 SUT	MSRP \$60,295	SALE PRICE \$60,295	SALE PRICE \$654.44
2008 HUMMER H2 SUV	MSRP \$67,084	SALE PRICE \$67,084	SALE PRICE \$720.44

**HUMMER CERTIFIED PRE-OWNED VEHICLES**

1.9% APR FINANCING AVAILABLE

GRAND PRIX GT	GRAND PRIX GT	GRAND PRIX GT	GRAND PRIX GT
\$12,988	\$12,988	\$12,988	\$12,988

**DETROIT HUMMER**  
Tellegraph @ 515 Mile Road • SOUTHWFIELD  
**800-705-4096**  
www.DETROITHUMMER.com

**HUMMER OF NOVI**  
Grand River @ Meadowbrook • NOVI  
**800-706-3514**  
www.HUMMERofNOVI.com

call or click **1-800-4HUMMER.com**

**GREG CHEVROLET**  
707 South 71 Highway  
Savannah, Missouri 64485  
816 324-3161 • 816 279-6835  
New! www.gregmotors.net

**GREG BUICK GMC CADILLAC**  
2008 North Belt • St. Joseph, Missouri 64506  
816 232-4413  
New! www.gregmotorsgm.com

To our much appreciated clients,

We are celebrating our 35th Anniversary in business. Without the long-lasting and supportive relationships we've built with our clients, reaching this great milestone would not have been possible, and we'd like to thank you.

The staff of Greg Motors wants to extend a sincere message of gratitude to all of our beloved customers by offering an invitation only "Service Pit Pass" with no appointment necessary to redeem.

Your Pit Pass entitles you to bring your vehicle in for "Free Top Off" of all fluids, free check of tire pressure monitoring system, check oil life monitoring system, and our team will answer any questions about your vehicle. In addition, we will have a buyer on-site for this event to give you a free appraisal of your vehicle.

During this exclusive event, we will also be offering special discounts to you on our new and pre-owned inventory including savings of up to \$8,840 or 0% for 72 months on select models\*.

Most of all, thank you for being part of the Greg Motors family!

Sincerely,  
*Greg Ronchetti*  
Greg Ronchetti  
President/General Manager

\* See dealer for details.  
On select in stock units. W.A.C.

**www.gregmotorsgm.com**  
Take advantage of this special service offer!

**Two Locations To Serve You!**

**GREG CHEVROLET**  
707 South 71 Highway  
Savannah, Missouri 64485  
816 324-3161 • 816 279-6835  
New! www.gregmotors.net

**GREG BUICK GMC CADILLAC**  
2008 North Belt • St. Joseph, Missouri 64506  
816 232-4413  
New! www.gregmotorsgm.com

**NO COST TO YOU!**  
No appointment needed, just appreciated.

**GREG MOTORS SERVICE PIT PASS**

Includes:

- Top Off Fluids
- Check Tire Pressure Monitoring System
- Check Oil Life Monitoring System
- Answer Any Questions About Your Vehicle

PRESENT THIS CARD AT TIME OF SERVICE.

Your Personal Pit Pass - A FREE gift to "Thank you" for being part of our Greg Motors Family!

# You're Invited!

Not open to the public.  
Customer Appreciation FREE Pit Pass!

**We Service All Models All The Time!**

**GREG MOTORS**  
2008 N. Belt • St. Joseph, MO 64506  
(816) 232-4413  
www.gregmotorsgm.com

Always Fast, Fair & Friendly  
Excellent customer satisfaction, through honesty, integrity & respect.

**GREG MOTORS SERVICE PIT PASS**

Customer Appreciation Event -  
By Invitation Only  
Customer Appreciation FREE Pit Pass!

BUICK CHEVROLET GMC

Re-engage past customers, drive service visits, and create repeat buyers without relying on new traffic.

# High-Impact Sales Event Campaigns

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## The Big Momma Event System

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Designed to generate immediate showroom traffic, high lead volume, and short-term sales acceleration.

Built for dealerships that want results now—not months from now.

# The Problem Dealers Face Today



- **Traffic is inconsistent**  
Walk-ins fluctuate. Predictability is gone.
- **Events feel risky**  
Big spend. Uncertain return.
- **Digital works... when done right**  
Most campaigns miss the mark.
- **Marketing dollars get wasted**  
No tracking. No consistency.

**Dealers aren't lacking options.**  
*They're lacking a system that actually works.*

*What most dealerships are missing...*

## **The Big Momma Event System**

**Packed Showrooms.**

**Active Buyers.**

**Proven Results.**

**Traffic That Turns Into  
Calls, Leads & Sales.**



# Cross Channel Coordination

Not Every Customer Shops the Same Way



## Every Customer Journey is Different

- Some start online
- Some respond to mail
- Some engage on mobile
- Some walk in first

## We Reach Them All

- Mail + Email + Digital
- Social + Mobile + Search
- Coordinated messaging
- Multiple touchpoints

*No matter how they shop...  
they end up at your dealership.*

# REAL DEALERS. REAL RESULTS.

Proven Campaigns from Actual Dealers.

Results from **prior dealership campaigns** and real market conditions.

## Amado Espinosa

Stillwater Cadillac (MN)

- ✓ 60,000 Mailers
- ✓ 1,400+ Inbound Calls
- ✓ Strong Showroom Traffic
- ✓ Repeat Events

## Vince Arendosh

Pence Auto (VA)

- ✓ 50,000 Mailers
- ✓ 800+ Inbound Calls
- ✓ 499 Showroom Visits
- ✓ ~\$2,500 Gross Per Unit

## Gregg Motors

(Multi-Event Dealer)

- ✓ 30,000 Mailers
- ✓ 600+ Inbound Calls
- ✓ 250-300 Showroom Visits
- ✓ Ran Multiple Successful Events

*“These events made us **more profit** than anything we’ve ever done.”*

— Vince Arendosh, Pence Auto

**You run the event. We deliver the traffic.**

Results shown are from prior dealership campaigns and may vary based on market, inventory, and execution.

# REAL EVENT RESPONSE ACTIVITY

Live Call Tracking from a High-Volume Big Momma Campaign

Bruce Titus Auto Group  
4030 S. Tacoma Way  
Tacoma, WA, 98409  
1 888 713 0203  
jeffp@brucetitus.com

Logout

7/14/2008 > 08/01/2008

40 Pages / 1000 Records  
<< 1 2 3 4 5 6 7 8 9 10 >>  
Prev | Next

Records Per Page  
25

Calls | Campaign

- All
- All
- 641 | Big Momma Sale
- 1378 | IVR-Line

Campaign	Time Stamp	M:SS	Action	R/C	N/C	Caller ID	Name Address City State Zip [Income/Expend]	Type	Record	Digits
IVR-Line	08/01/08 01:16 PM FR	0:29	Answer	4	●	253.302.4433	Evangelynne Etse 3024 S 11 St Tacoma, WA 98405 [40K/37K]	RES		
Big Momma Sale	08/01/08 11:38 AM FR	0:42	Answer	1	●	253.664.0308	GIBSON MARY Puyallup, WA			
Big Momma Sale	08/01/08 11:23 AM FR	0:58	Answer	1	●	253.262.6260	WIRELESS CALL Tacoma, WA			
Big Momma Sale	08/01/08 11:22 AM FR	0:00	hangup	0	●	253.262.6260	Not Found (NF) Tacoma, WA			
Big Momma Sale	08/01/08 10:55 AM FR	0:13	Answer	1	●	253.292.4097	LEWIS SYLVIA Tacoma, WA			
IVR-Line	08/01/08 09:58 AM FR	0:15	Answer	1	●	253.307.4069	JOHNSON SAPRINA Tacoma, WA			
IVR-Line	08/01/08 09:57 AM FR	0:15	Answer	1	●	253.307.4069	JOHNSON SAPRINA Tacoma, WA			
Big Momma Sale	08/01/08 09:56 AM FR	0:15	Answer	1	●	253.307.4069	JOHNSON SAPRINA Tacoma, WA			

## What You're Seeing:

- ✓ Incoming call activity during a Big Momma
- ✓ Calls generated from direct mail, digital, and media exposure
- ✓ Mix of Event Hotline + Direct-to-Dealer calls
- ✓ Real shopper engagement happening in real time

## Call Sources:

- Event Hotline**  
Dedicated campaign response line
- Direct-to-Dealer Line (Big Momma)**  
Calls routed directly to dealership.

High-Volume Campaign Example (80,000 – 100,000 Mailers)

Driving consistent inbound activity throughout the event window

# BIG MOMMA

## Dealer Instant Profits

High-Traffic Auto Sales Events That Move Inventory Fast

Powered by Proven 11x17 Mailers That Drive Massive Traffic



★ THIS WEEKEND ONLY - LIMITED INVITATION

**BREMERTON LEXUS**  
**MILITARY APPRECIATION**  
SALES EVENT

JUST MOVED TO THE AREA?  
PCS ORDERS? YOU'RE APPROVED!

**WIN UP TO \$25,000 CASH!!!**

SS1,000 of FRODO TAGGARD

★ BIG SAVINGS - BIG SELECTION - FOR OUR MILITARY

**1-866-673-5476**

RESERVED TO A FEW  
CRAIG VINCE, GREG CAMPLAC & GREG CHEYENWILE

**President's day**  
**SELL-OFF**

INCREDIBLE DEALS! **\$0 DOWN!**

ALL CREDIT RATES AS LOW AS 4.9%

**FREE GAS FOR LIFE!**

WIN! SEE AN INSTANT WINNER OF GAS FOR LIFE!

5 DAYS ONLY!

INSURED

GOING ON THE GREAT  
**MEGA MARKDOWN**  
Sales Event!

ABC MOTORS CHRYSLER JEEP RAM OLIO

**MASSIVE**  
INVENTORY REDUCTION

PRESENT'S DAY  
**SALES EVENT**

**HIPS HERET MSSANS**

**50% OFF**

**Spin To Win**

YOU ARE A GUARANTEED RECIPIENT!

10 DAYS ONLY!

**366-362-7635**



# Play the Dealer – Tri-Fold

**4 DAYS ONLY!** WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

## PLAY THE DEALER BLACK JACK

**AUTOMOTIVE CLEARANCE** EVERYONE'S A WINNER!



10

**SCRATCH OFF YOUR UNEXPOSED CARD**



Q

**YOU COULD WIN 1 OF THESE 5 PRIZES!**

<b>GRAND PRIZE!</b>	<b>SECOND PRIZE!</b>	<b>THIRD PRIZE!</b>	<b>FOURTH PRIZE!</b>	<b>FIFTH PRIZE!</b>
\$50,000 CASH!	3 DAY/2 NIGHT GETAWAY!	\$250 CASH!	FLAT SCREEN TV	\$100 CASH!

PLUS! EVERYONE WHO ATTENDS THE EVENT WILL RECEIVE A SEPARATE GAME CARD FOR THEIR CHANCE TO...

### WIN \$50,000 CASH!

EVERY CARD IS A WINNER!

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**4 DAYS ONLY!** WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

## PLAY THE DEALER BLACK JACK

**AUTOMOTIVE CLEARANCE** EVERYONE'S A WINNER!

**0% APR FINANCING AVAILABLE!**



A



Q

HUNDREDS OF VEHICLES AVAILABLE WITH

### PAYMENTS \$99 PER MO.



BRAND NEW 2008 KIA SPECTRA  
\$00,000 \$000



BRAND NEW 2008 KIA SPECTRA  
\$00,000 \$000

4321 ANYWHERE ST ANYTOWN, USA

**888-888-8888**

WWW.WEBSITE.COM

NO CREDIT, BAD CREDIT - NO PROBLEM! OUR GOAL IS 100% APPROVAL!

**100% APPROVAL!**

LOG ON TO: [www.ezcreditap.com](http://www.ezcreditap.com)

**4 DAYS ONLY!** WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

## PLAY THE DEALER BLACK JACK

**AUTOMOTIVE CLEARANCE** EVERYONE'S A WINNER!

**SCRATCH OFF YOUR UNEXPOSED CARD ON OTHER SIDE!**



Q



A

**YOU COULD WIN 1 OF THESE 5 PRIZES!**

<b>GRAND PRIZE!</b>	<b>SECOND PRIZE!</b>	<b>THIRD PRIZE!</b>	<b>FOURTH PRIZE!</b>	<b>FIFTH PRIZE!</b>
\$50,000 CASH!	3 DAY/2 NIGHT GETAWAY!	\$250 CASH!	FLAT SCREEN TV	\$100 CASH!

PLUS! EVERYONE WHO ATTENDS THE EVENT WILL RECEIVE A SEPARATE GAME CARD FOR THEIR CHANCE TO WIN...

### \$50,000 CASH!

EVERY CARD IS A WINNER!

ACTIVATE YOUR PERSONAL CODE

Call: **1-866-592-8689** LOG#

Visit: [www.activate2owin.com](http://www.activate2owin.com) LOG#

NO CREDIT, BAD CREDIT - NO PROBLEM! OUR GOAL IS 100% APPROVAL!

LOG ON TO: [www.ezcreditap.com](http://www.ezcreditap.com)

4321 ANYWHERE ST - ANYTOWN, USA

**888-888-8888**

WWW.WEBSITE.COM

MAP



49 419  
49 429  
49 439

# GAS 4 LIFE

## Direct Mailer Benefits!

### MASSIVE RESPONSE

Skyrocketing gas prices get people's **ATTENTION**. Our Gas 4 Life mailers have **RECORD OF MASSIVE RESPONSE!**

### STRONG INCENTIVE

The chance to **WIN FREE GAS FOR LIFE** is a **POWERFUL** incentive that drives buyers to your dealership!

### HIGH VALUE

Prospects will see this as **INCREDIBLE** One of the most irresistible offers you can make!

### SHORT TERM URGENCY

Tight 5-day event deadline creates a sense of urgency! People will rush in so they don't miss out!

**DO YOU FEAR GOING TO THE GAS STATION?**

**OPEN FOR SOME RELIEF!**

MATCH THE LAST 6 DIGITS OF YOUR DRIVER'S LICENSE NUMBER TO THE NUMBERS ON DISPLAY AT THE DEALERSHIP AND **YOU ARE AN INSTANT WINNER OF...**

**FREE GAS FOR LIFE!**

**PLUS! FREE YOURSELF FROM HIGH PRICES AND BAD CREDIT DURING THIS EVENT!** OUR CREDIT SPECIALISTS CAN HELP GET YOU THE CAR YOU WANT TODAY!

- ✓ **BAD CREDIT**
- ✓ **SLOW PAY**
- ✓ **DIVORCE**
- ✓ **REPOS**

WE CAN HELP REPAIR YOUR CREDIT!

**OVER 200 VEHICLES TO CHOOSE FROM IN ONE LARGE LOCATION!**

**USED VEHICLES \$1995**

**5 DAYS ONLY!**

- TUESDAY, JUNE 17th 9AM-8PM
- WEDNESDAY, JUNE 18th 9AM-8PM
- THURSDAY, JUNE 19th 9AM-8PM
- FRIDAY, JUNE 20th 9AM-8PM
- SATURDAY, JUNE 21st 9AM-8PM

4321 ANYWHERE ST - ANYTOWN, USA  
**888-888-8888**  
WWW.WEBSITE.COM

LOGO MAP

**BEFORE YOU GO INSANE WITH RISING GAS PRICES, GET...**

**FREE GAS FOR LIFE!**

**ALL CREDIT APPLICATIONS WILL BE PROCESSED!**

**5 DAYS ONLY!**

**STOP IN TODAY AND YOU COULD DRIVE AWAY WITH FREE GAS FOR LIFE! PLUS! FREE YOURSELF FROM HIGH PRICES AND BAD CREDIT DURING THIS EVENT!**

MATCH THE LAST 6 DIGITS OF YOUR DRIVER'S LICENSE NUMBER TO THE NUMBERS ON DISPLAY AT THE DEALERSHIP AND **YOU ARE AN INSTANT WINNER OF GAS FOR LIFE!**

**PLUS!**

**EVERY 10TH PERSON WHO STOPS BY THE DEALERSHIP EACH DAY WILL RECEIVE A...**

- 2 DAY/3 NIGHT CRUISE FOR 2!

**2008 FORD ESCAPE HYBRID**  
AUTOMATIC, PWR WHEELS, SUNROOF, STEREO  
**\$000 PER MONTH**

**2007 FORD FOCUS**  
PWR WHEELS, SUNROOF, STEREO  
**\$00,000 \$000 PER MO**

**2007 FORD FOCUS**  
PWR WHEELS, SUNROOF, STEREO  
**\$00,000 \$000 PER MO**

**2007 FORD FOCUS**  
PWR WHEELS, SUNROOF, STEREO  
**\$00,000 \$000 PER MO**

**5 DAYS ONLY!**

- TUESDAY, JUNE 17th 9AM-8PM
- WEDNESDAY, JUNE 18th 9AM-8PM
- THURSDAY, JUNE 19th 9AM-8PM
- FRIDAY, JUNE 20th 9AM-8PM
- SATURDAY, JUNE 21st 9AM-8PM

4321 ANYWHERE ST - ANYTOWN, USA  
**888-888-8888**  
WWW.WEBSITE.COM

LOGO MAP

# DEALS OF FORTUNE

## Sales Event

100'S OF VEHICLES MARKED DOWN DIRECT TO THE PUBLIC

**ABC MOTORS**

### DEALS OF FORTUNE

Match & Win!

TO PLAY, LIST THE TABS ON YOUR PLAY CARD. MATCH ANY 3 SYMBOLS UNDER ONE TAB FOR A CHANCE TO WIN ONE OF THE PRIZES LISTED!

**\$25,000 BONUS ROUND!**

**BONUS ROUND PRIZE BOARD!**

- \$25,000 CASH!
- \$1,000 CASH!
- \$500 CASH!
- \$300 GIFT CARD!

**8 DAYS ONLY TO CLAIM PRIZE!**

**AS SEEN ON TV**

### DEALS OF FORTUNE

Sales Event

**MAY 24<sup>TH</sup> - JUNE 1<sup>ST</sup>**

**ONLY AT**

**ABC MOTORS**

123 Main Street  
Anytown, USA 12345

**WINNERS! CALL: 888-888-8888**

**YOU COULD WIN ONE OF THESE PRIZES!**

- \$25,000 CASH!
- \$1,000 CASH!
- \$500 CASH!
- \$300 GIFT CARD!

**2018 CHEVROLET SONIC**

**\$219 Per Month**

**2016 BUICK ENCLAVE**

**\$369 Per Month**

**2021 NISSAN SENTRA SV**

**\$369 Per Month**

**2021 CHEVROLET SPARK**

**\$269 Per Month**

**2022 NISSAN ALTIMA**

**\$369 Per Month**

**ONLY AT**

**ABC MOTORS**

**8 DAYS ONLY!**

123 Main Street  
Anytown, USA 12345

**888-888-8888**

**AS SEEN ON TV**

### DEALS OF FORTUNE

Sales Event

**OUR GOAL IS 100% CREDIT APPROVAL!**

**NO PAYMENTS FOR 90 DAYS!**

**\$0 DOWN**

**FOOD TRUCK FRIDAY**  
COME SEE "ON THE SPOT CREAMERY" HOME MADE ICE CREAM, HAND MADE SHAKES, & HOTDOGS!

**FRIDAY, MAY 24<sup>TH</sup>**

**\$219 PER MONTH!**

**DISCOUNT VOUCHER**

**\$3,000.00**

**THREE THOUSAND and 00/100 dollars**

**8 DAYS ONLY!**

**FRIDAY, MAY 24 8AM-7PM**  
**SATURDAY, MAY 25 8AM-6PM**  
**SUNDAY, MAY 26 8AM-6PM**  
**MONDAY, MAY 27 8AM-7PM**  
**TUESDAY, MAY 28 8AM-7PM**  
**WEDNESDAY, MAY 29 8AM-7PM**  
**THURSDAY, MAY 30 8AM-7PM**  
**FRIDAY, MAY 31 8AM-7PM**  
**SATURDAY, JUNE 1 8AM-6PM**

**100 VEHICLES MUST BE SOLD IN 8 DAYS!**

**GRAND PRIZE!**

**\$25,000 CASH!**

OR

**\$1,000 CASH!**

OR

**\$500 CASH!**

OR

**\$300 GIFT CARD!**



SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

HIGH-IMPACT • HIGH-RESPONSE • PROVEN TO DRIVE TRAFFIC

DEALERSHIP'S

# SUPER PRE-OWNED sales event

HIGH IMPACT • BIG NUMBERS • GOES OUT TO THOUSANDS • MOTIVATE PROSPECTS TO TAKE ACTION

DEALERSHIP'S **SUPER PRE-OWNED**

BACK TO MEOS TO ANIMEY & WAS NIECUES

SEWER **692,000**

**HUNDREDS OF VEHICLES**

 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*
 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*

**4 DAYS ONLY**

**DEALER NAME**  
2214 DEALER ADDRESS • ANTTOWN, STATE 12345  
0006 0523 - 5007

www.dealershipurl.com

DEALERSHIP'S **SUPER PRE-OWNED sales event**

2.9% FINANCING

**SAVE THOUSANDS**

**NO PAYMENTS FOR 45 DAYS**

**NO MONEY DOWN**

**4 DAYS ONLY**

**DEALER NAME**  
2214 DEALER ADDRESS • ANTTOWN, STATE 12345  
0006 0523 - 5007

DEALERSHIP'S **SUPER PRE-OWNED sales event 4 DAYS ONLY**

**2.9% FINANCING**

 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*	 LANCER \$139/mo*
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**4 DAYS ONLY**

**DEALER NAME**  
2214 DEALER ADDRESS • ANTTOWN, STATE 12345  
0006 0523 - 5007

**YOU ARE A GUARANTEED WINNER!**

WINNING NUMBER: 0000000

**SUPER PRE-OWNED SALES EVENT BOARD**

**\$25,000 IN CASH!**

**DOWN PAYMENT ASSISTANCE**

**4 DAYS ONLY**

**DEALER NAME**  
2214 DEALER ADDRESS • ANTTOWN, STATE 12345  
0006 0523 - 5007



SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

HIGH-IMPACT • HIGH-RESPONSE • PROVEN TO DRIVE TRAFFIC

# MEGA MARKDOWN

## Sales Event

100'S OF VEHICLES MARKED DOWN DIRECT TO THE PUBLIC

**OVER 100 VEHICLES FOR IMMEDIATE SELL-OFF!**

**TRUCK LOADS OF INVENTORY NEW INVENTORY DAILY!!**

**\$500 OFF FOR FIRST RESPONDERS, CURRENT MILITARY, & VETERANS!**

**OVER 100 VEHICLES MARKED DOWN DIRECT TO THE PUBLIC FOR 5 DAYS ONLY! NO DEALERS ALLOWED!**

**GOING ON NOW!**

**MEGA MARKDOWN Sales Event!**

**OVER \$25,000 IN CASH PRIZES!**

**WINNERS HAVE BEEN MAILED!**

**OUR GOAL IS 100% CREDIT APPROVAL!**

**BUY WITH \$0 MONEY DOWN!**

**BONUS DEAL! \$3,250 GUARANTEED TRADE ALLOWANCE!**

**ABC MOTORS**

123 FIRST STREET ANYTOWN, USA  
888-888-8888

**2017 KIA OPTIMA** \$219 PER MONTH

**2019 CHEVROLET EQUINOX** \$229 PER MONTH

**2018 FORD F-150 SUPER CREW 4X4** \$399 PER MONTH

**THURSDAY AUG 4 9AM - 8PM**

**FRIDAY AUG 5 9AM - 8PM**

**SATURDAY AUG 6 9AM - 8PM**

**SUNDAY AUG 7 CLOSED**

**MONDAY AUG 8 9AM - 8PM**

**TUESDAY AUG 9 9AM - 8PM**

**4 CHANCES TO WIN!**

**MEGA CASH REAL WINNERS!**

**PULL THE TABS BELOW. IF YOU PULL A ROW OF MATCHING SYMBOLS, YOU HAVE WON ONE OF THE PRIZES LISTED!**

**\$25,000 INSURED & READY TO BE AWARDED!**

**Match to Win**

**777**

**777**

**7**

**ABC MOTORS**

123 FIRST STREET ANYTOWN, USA  
888-888-8888

**THE WINNING MAILER HAS BEEN SENT TO YOUR AREA! YOU COULD BE HOLDING \$15,000 CASH OR ONE OF THESE OTHER GREAT PRIZES!**

**INSURED**

**GOING ON NOW!**

**MEGA MARKDOWN Sales Event!**

**OVER \$25,000 IN CASH PRIZES!**

**100'S OF VEHICLES PRICED TO SELL!**

**WINNERS HAVE BEEN MAILED!**

**KEEP YOUR CASH!**

**BUY NOW! PAY NOTHING TIL NOVEMBER!**

**ABC MOTORS**

123 FIRST STREET ANYTOWN, USA  
888-888-8888

**5 DAYS ONLY! AUGUST 4th - AUGUST 9th!**

MAP



SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

HIGH-IMPACT • HIGH-RESPONSE • PROVEN TO DRIVE TRAFFIC



# RED TAG EVENT

CHOOSE THE MAILER YOU WANT  
US TO PRODUCE AND MAIL FOR YOU!

Pick Your Grand Prize up to  
\$50,000 Insured Cards Included

DeNooyer Chevrolet Year End

**RED TAG EVENT**

**SEE RED. SAVE GREEN.**

**0% FINANCING**  
ON SELECT NEW MODELS.

**3.9% FINANCING**  
ON SELECT PRE-OWNED MODELS. WITH APPROVING GREAT

**SAVE UP TO 50% OFF ORIGINAL MSRP**

**NO PAYMENTS FOR 45 DAYS**  
ON SELECT NEW MODELS.

**FREE FRESHWATER PEARL EARRINGS**  
\$3.95 PER PAIR

**NO MONEY DOWN**  
ON SELECT NEW MODELS.

**5 DAYS ONLY**

<b>SATURDAY</b> DEC 26TH 9AM-5PM	<b>MONDAY</b> DEC 28TH 9AM-8PM	<b>TUESDAY</b> DEC 29TH 9AM-8PM	<b>WEDNESDAY</b> DEC 30TH 9AM-8PM	<b>THURSDAY</b> DEC 31ST 9AM-8PM
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**DeNooyer Chevrolet**  
187 Wolf Road • Colonie, NY 12025  
1-888-232-9412  
www.denooyerchevrolet.com

DeNooyer Chevrolet is an American Revolution. **EXCREDITAP.com**

**RED TAG NEW CAR SPECIALS**

**0% FINANCING FOR 72 MOS. OR REBATES UP TO \$6500**

2009 CHEVY AVEO SEDAN  
2009 CHEVY AVALANCHE  
2009 CHEVY COBALT COUPE  
2009 CHEVY COLORADO CREW CAB

**ANNOUNCING THE 60-DAY SATISFACTION GUARANTEE**  
Buy a new Chevy, if you don't absolutely love your new Chevy, we'll take it back!

**YOU ARE A GUARANTEED WINNER!**

If your scratch-off numbers match the winning numbers to the right, you've won 1 of the 4 great Prizes below!

**WINNING NUMBER: 2009416**

**GRAND PRIZE \$10,000 IN CASH!**

**PRIZE II CANCUN TRIP**  
**PRIZE III SKI GETAWAY**  
**PRIZE IV VISA GIFT CARD \$500**

If your number matches call our Toll Free Prize Hotline >>> 1-866-238-0792

DeNooyer Chevrolet Year End

**RED TAG EVENT**

**SEE RED. SAVE GREEN. 3.9% FINANCING**  
ON SELECT PRE-OWNED MODELS.

ACADIA SLE AWD \$27,995  
COLORADO \$14,995  
ESCALADE AWD \$41,995  
MONTE CARLO \$8,645

Imports, Domestic, Cars, Trucks, SUV's, Van

07 CHEVY SILVERADO 2500 LT	05 CHEVY EQUINOX LT AWD
06 FORD TAHOUE X L W/AV LIMITED	06 RANGE ROVER LAND ROVER SPORT
06 CHEVY SILVERADO 2500HD DURAMAX DIESEL 4X4	06 DODGE RAM 1500 SLE
07 SATURN OUTLOOK I6 AWD	05 CHEVY SSR
07 TOYOTA RAV4 AWD	06 SILVERADO 1500 LS
06 CHEVY SILVERADO 2500HD WITH PLOW	06 HUMMER H2 SUT
06 CHRYSLER 300 4 DR	07 SILVERADO 1500
04 CHEVY SILVERADO 1500 K-CAB 271	07 SILVERADO 1500
06 CADILLAC CTS	07 SILVERADO 1500
06 HUMMER H2 LUXURY "I" 4X4	06 HUMMER H2 SUT
06 HUMMER H2 SUT	06 CONVEYS SLE 251
07 HUNTER H2 SUT	04 MERCEDES SL 500
06 HUNTER H2 SUT	05 COLORADO LS

**5 DAYS ONLY**

**DeNooyer Chevrolet**  
127 Wolf Road • Colonie, NY 12025  
1-866-232-9412  
www.denooyerchevrolet.com



SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

HIGH-IMPACT • HIGH-RESPONSE • PROVEN TO DRIVE TRAFFIC

# President's Day Sell-Off Campaign

Bi-Fold Mailer Example • 11x17 Folded Format

BI-FOLD FORMAT

YOU ARE INVITED TO ATTEND  
GREG BUICK GMC CADILLAC  
& GREG CHEVROLET

President's day  
**SELL-OFF**



**INCREDIBLE DEALS! \$0 DOWN!**  
During this event you can save up to 50% OFF MSRP, get \$0 Down \*and Payments as low as \$129 per month! \*\* ON APR!

A Country-Wide Event Featuring Truckloads of Top Quality Vehicles!



4734  
SCRAATCH OFF FOR A  
CHANCE TO WIN A



\$11,000 OFF MSRP

MISSOURI'S  
President's day  
**SELL-OFF**

MISSOURI'S  
President's day  
**SELL-OFF**  
IS A 5 DAY ONLY EVENT!

FRIDAY FEB 18 9AM-6PM  
SATURDAY FEB 19 9AM-8PM  
MONDAY FEB 21 9AM-6PM  
TUESDAY FEB 22 9AM-6PM



WANT GOING ON IN 2 LOCATIONS  
FOR YOUR CONVENIENCE!

WE AND DEALERS GO - WE'RE THE ONE YOU WANT TO KNOW.

**GREG BUICK GMC CADILLAC**  
Greg Buick GMC Cadillac is 34 years old  
2008 North Belt  
St. Joseph, MO 64506  
1-866-362-7934  
www.GregMotorsGM.com

**GREG CHEVROLET**  
Greg Chevy is 25 years old!  
707 South 71 Highway  
Savannah, MO 64485  
1-866-362-7935  
www.GregMotors.net

### Preferred Customer,

Several automotive entities are stuck with thousands of surplus vehicles in the USA. These vehicles are all top quality and in great condition. To help stimulate the economy and create cash flow, these vehicles are being offered (at liquidation prices) to the public during this once a year event. If you are even remotely in the market for a vehicle, don't miss out.

**THIS IS YOUR CHANCE TO SAVE THOUSANDS!**

0% APR

**CREDIT AMNESTY**

Even if your credit is destroyed (bankruptcy, charge-offs, divorce, repossessions, tax liens, credit card difficulties)

**Credit Amnesty get you the credit you need**

**GET PRE-APPROVED AT**  
www.carsfinancednow.com



If your scratch-off numbers match the winning numbers below... You will receive one of the four Great Gifts above.

**WINNING NUMBER: 4734**

IF YOU ARE A WINNER, FOR FURTHER INSTRUCTION CALL THE EVENT HOTLINE: 1-866-673-5478

**PRE-OWNED VEHICLES**

Top quality vehicles are being sold at liquidation prices. **DON'T MISS YOUR CHANCE TO BUY ONE FOR 50% OFF MSRP!**



**50% OFF MSRP!**

Official Rules: (1) 0% APR Financing with approved credit on lease of vehicles. (2) \$11,000 off MSRP Vehicle example: 2011 Cadillac CTS with 64K111, sale price: \$46,800, plus sales tax, title, and license. All returns and exchanges to dealer. (3) Program Vehicle example: 2010 Chevy Cobalt 0469565, sale price: \$10,000, plus tax, title and license. \$250 down \$129 a month for 72 mos at 2.99% APR. With approved credit. (4) \$0 down available with approved credit. (5) 50% off MSRP vehicle example: Cadillac SUV 04 5215A, sale price: \$20,000, plus tax, title and license. Vehicle examples may require additional down payment for credit approval. Vehicle purchase, credit history and future obligations must be reported monthly payments. Top vehicle purchase cannot exceed 30% of your gross monthly income vehicle payment include with your current monthly payments must not exceed 50% of your gross income. Must be at least 18 years of age. Any equity deficit to your current vehicle must be paid or refinanced with new vehicle. Subscriptions must be discharged. Due to advertising deadlines, vehicle examples subject to prior sale. Photos are for illustrative purposes only. All offers cannot be combined. (6) Must bring this mailer to event location during event unless vehicle is close price. The purchaser assumes. Purchaser will not receive choice of inventory. Open to legal U.S. residents, 18 years or older with a valid U.S. driver's license who accepted the best deal price and U.S. Postal road. Employees, officers, directors and agents of Sponsor, Administrator, participating dealers, and affiliated companies, distributors, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion collectively, and the members of the immediate families (regardless of where they reside) or households of any of the above vehicles or not related are not eligible. This contest you cannot opt out of this and you are chosen, but an opportunity to be a prize. Dealer is sponsoring program. While supplies last. See dealer for details. First to meet location to complete in price limit and show your price. Winner's names will be 18 years or older, and must bring their vehicle price to meet location when the cash value listed above to redeem prize. All taxes and any necessary shipping are the responsibility of the prize winner. (7) Odds of winning Prize (1) valued at \$20,000, GMAC CARD RETENERSMAN SHIMMO PRIZE, WINNER) are 1:125,000. Odds of winning Prize (2) valued at \$400,000 are 1:50,000. Odds of winning Prize (3) are 1:50,000. Odds of winning Prize (4) are 1:50,000. Odds of winning Prize (5) are 1:50,000. Odds of winning Prize (6) are 1:50,000. Odds of winning Prize (7) are 1:50,000. Odds of winning Prize (8) are 1:50,000. Odds of winning Prize (9) are 1:50,000. Odds of winning Prize (10) are 1:50,000. Odds of winning Prize (11) are 1:50,000. 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# President's Day Spin-to-Win Campaign

Tri-Fold Mailer Example • 11x17 Folded Format

COME TO TERRE HAUTE HYUNDAI-NISSAN FOR...

## HIS & HERS NISSANS

BUY THESE VEHICLES FOR PENNIES ON THE DOLLAR  
VEHICLES SOLD FOR **50% OFF** THEIR ORIGINAL PRICE!

### PRESIDENT'S DAY SALES EVENT

YOU ARE INVITED TO ATTEND THIS SPECIAL EVENT AND TO RECEIVE THIS SPECIAL OFFER FROM TERRE HAUTE HYUNDAI-NISSAN. HURRY IN! JUST FOR ATTENDING RECEIVE A CHANCE TO WIN \$50,000 OR HIS AND HERS NISSANS THAT COMBINED HAVE A \$0K VALUE!



**Spin To Win THE WHEEL OF FORTUNE!**  
FOR THE CHANCE TO WIN UP TO \$100 IN CASH OR OTHER GREAT PRIZES!

**YOU ARE A GUARANTEED RECIPIENT**

If your scratch-off matches 3 of the image shown below you will win one of these **4 GREAT GIFTS!**

- WIN \$10,000 OR HIS AND HERS NISSANS THAT COMBINED HAVE A \$0K VALUE!
- FLAT SCREEN TV
- \$500.00 IN CASH
- 30 DAY 2ND VACATION FOR 2

Call Event Hotline: 866-362-7908

**10 DAYS ONLY!**

MONDAY FEB 18 <sup>TH</sup> 8AM-7PM	TUESDAY FEB 19 <sup>TH</sup> 8AM-7PM	WEDNESDAY FEB 20 <sup>TH</sup> 8AM-7PM	THURSDAY FEB 21 <sup>ST</sup> 8AM-7PM	FRIDAY FEB 22 <sup>ND</sup> 8AM-7PM
SATURDAY FEB 23 <sup>RD</sup> 8AM-5PM	SUNDAY FEB 24 <sup>TH</sup> 8AM-7PM	TUESDAY FEB 26 <sup>TH</sup> 8AM-7PM	WEDNESDAY FEB 27 <sup>TH</sup> 8AM-7PM	THURSDAY FEB 28 <sup>TH</sup> 8AM-7PM

4444 U.S. HIGHWAY 41 SOUTH | TERRE HAUTE  
**866-362-7934**  
www.terrehautenissan.com • www.terrehautehyundai.com

TERRE HAUTE HYUNDAI-NISSAN

COME TO TERRE HAUTE HYUNDAI-NISSAN

JUST FOR ATTENDING THE EVENT, YOU RECEIVE A CHANCE TO WIN

## \$50,000

OR HIS & HERS NISSANS THAT COMBINED HAVE A \$0K VALUE

FLIP OVER TO MATCH YOUR YOUR SCRATCH OFF WITH THE PAIR BOARDS

SCRATCH MATCH & WIN!

NO PURCHASE NECESSARY. MUST BE 18 OR OLDER. PRIZES DURING SALE HOURS.

MATCH 3 OF A KIND AND WIN 1 OF 4 GREAT GIFTS LISTED ON THE PRIZE BOARD INSIDE.

GET PRE-APPROVED  
www.ezcreditap.com

COME TO TERRE HAUTE HYUNDAI-NISSAN FOR...

### PRESIDENT'S DAY SALES EVENT

EVERYTHING ON THE LOT NEW & PRE-OWNED ARE REDUCED FOR THIS SALE!

APR AS LOW AS **0%**  
CASH INCENTIVES UP TO **\$5000**

**2 GREAT WAYS 2 WIN!**

**Spin To Win THE WHEEL OF FORTUNE!**  
COME TO TERRE HAUTE HYUNDAI-NISSAN AND...  
SPIN TO WIN AS MUCH AS \$100 CASH OR OTHER GREAT PRIZES !!!

**10 DAYS ONLY!**

MONDAY FEB 18 <sup>TH</sup> 8AM-7PM	TUESDAY FEB 19 <sup>TH</sup> 8AM-7PM
WEDNESDAY FEB 20 <sup>TH</sup> 8AM-7PM	THURSDAY FEB 21 <sup>ST</sup> 8AM-7PM
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MONDAY FEB 25 <sup>TH</sup> 8AM-7PM	TUESDAY FEB 26 <sup>TH</sup> 8AM-7PM
WEDNESDAY FEB 27 <sup>TH</sup> 8AM-7PM	THURSDAY FEB 28 <sup>TH</sup> 8AM-7PM

SAVE TIME, APPLY ONLINE: www.ezcreditap.com

TERRE HAUTE HYUNDAI-NISSAN

**ADDITIONAL DISCOUNT VOUCHER**

The amount of **One Thousand Dollars & 00/100**

to be used by **Bearer or Recipient**

VALID FOR 30 DAYS FROM DATE OF ISSUANCE. THIS VOUCHER IS NOT TO BE COMBINED WITH ANY OTHER OFFER OR DISCOUNT. © 2014 TERRE HAUTE HYUNDAI-NISSAN. 1234567890 12345678 901234

4444 U.S. HIGHWAY 41 SOUTH | TERRE HAUTE, IN 47802  
**866-362-7934**  
www.terrehautenissan.com • www.terrehautehyundai.com

TERRE HAUTE HYUNDAI-NISSAN

COME TO TERRE HAUTE HYUNDAI-NISSAN FOR...

# SPRING SALES EVENT

FRESH INVENTORY. FRESH DEALS. LIMITED-TIME SAVINGS.

**KENNY SIMPSON NISSAN**  
**\$20,000 MATCH & WIN!**

ACTIVATION CODE: \_\_\_\_\_

RIGHT TO BE PAID: \_\_\_\_\_

**Match to Win**

PULL THE TABS TO THE LEFT. REVEAL A ROW OF MATCHING SYMBOLS AND YOU ARE A WINNER!  
 TO VERIFY A WINNING MAILER: CALL NOW: 406-919-4369

- \$20,000 CASH!
- \$1,000 CASH!
- JOHN DEERE \$100!
- \$100 CASH!

WINNERS, CONGRATULATIONS! BRING YOUR WINNING MAILER & PULL TAB TO KENNY SIMPSON NISSAN TO CLAIM YOUR PRIZE!

YOU HAVE BEEN INVITED TO ATTEND:  
 THE ONLY **SPRING LIQUIDATION EVENT** OF THE YEAR!  
**MAY 19<sup>TH</sup> - MAY 27<sup>TH</sup> AT KENNY SIMPSON NISSAN!**

OVER 400 VEHICLES AVAILABLE! | 1,000'S SAVED AT THIS EVENT!

ALL VEHICLES MUST GO! NO REASONABLE OFFER REFUSED!!

ON SITE FINANCING - HELP WITH TRADE ASSISTANCE - NO PAYMENTS FOR 90 DAYS  
**YOU MAY BE ABLE TO UPGRADE YOUR CURRENT VEHICLE & LOWER YOUR PAYMENTS!**

**KENNY SIMPSON NISSAN**  
 3135 PROSPECT AVE HELENA, MT 59601  
 TO VERIFY A WINNING MAILER: CALL NOW: 406-919-4369  
 HOURS: MON-SAT 9:30AM-7PM, SUN CLOSED

**MAY 19<sup>TH</sup> - MAY 27<sup>TH</sup>! AT KENNY SIMPSON NISSAN!**

THERE IS A WINNER! IT COULD BE YOU!

ADDITIONAL \$500 DISCOUNT FOR ACTIVE AND VETERAN MILITARY PERSONNEL!

**LOWEST PRICES EVER!**  
**HURRY! GOING ON NOW!**  
 LIFETIME WARRANTY ON SELECT MODELS!  
 SEE DEALER FOR DETAILS.  
 NO REASONABLE OFFER REFUSED!!

**NO PAYMENTS FOR 90 DAYS!**

GOOD CREDIT? BAD CREDIT? NO CREDIT? WE MAY BE ABLE TO HELP YOU, REGARDLESS OF YOUR PAST CREDIT HISTORY!

**EVENT DISCOUNT VOUCHER**

To the VALUED CUSTOMER: \$2,023.00  
 Amount of TWO THOUSAND TWENTY THREE DOLLARS AND 00/100\*\*

**Special Discounts During This Sale!**

2018 VW BEETLE \$275/MO STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.	2018 FORD FUSION \$18,995 STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.	2012 CHEVROLET SILVERADO \$19,995 STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.
2023 NISSAN VERSA \$20,235 STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.	2018 CHEVROLET TRAX AWD \$21,995 STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.	2020 MITSUBISHI OUTLANDER AWD \$24,995 STOCK PRICE, SALE PRICE, REG. FEES, SALES TAX, TITLE, LIC. FEES.

**KENNY SIMPSON NISSAN**  
 3135 PROSPECT AVE HELENA, MT 59601  
 TO VERIFY A WINNING MAILER: CALL NOW: 406-919-4369  
 HOURS: MON-SAT 9:30AM-7PM, SUN CLOSED



SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

HIGH-IMPACT • HIGH-RESPONSE • PROVEN TO DRIVE TRAFFIC

# BIG MOMMA

## MILITARY APPRECIATION

# Sales Event!

- ✓ PCS ORDERS?
- ✓ NEW TO THE AREA?
- ✓ TIME FOR A NEW VEHICLE?

**WE'VE GOT YOU COVERED!**

YOU COULD

# WIN

**\$25,000  
CASH!**

**\$1,000  
GIFT CARD!**

**BIG SCREEN  
TV!**

**REGISTER TODAY!**



# 1-866-673-5476

★ **BIG SAVINGS** • **BIG PRIZES** • **BIG MOMMA DELIVERS!** ★★



### SPECIAL MILITARY DISCOUNTS & INCENTIVES!

- ★ LOW PAYMENTS!
- ★ NO PAYMENTS FOR 90 DAYS!\*
- ★ TOP DOLLAR FOR YOUR TRADE!



# MILITARY CELEBRATION OR APPRECIATION



**4 DAYS ONLY!**

## HONOR OUR HEROES. SAVE BIG. WIN BIG.

Everyone's Invited to Celebrate Our Military  
April 09, 10, 11, & 12 & Take Advantage of Our Military Discounts



**You Are a GUARANTEED WINNER!**



**LONG CHEVROLET**  
18417 Main St. Norfolk, VA 23501

**LONG CHEVROLET**  
www.rezcreditapp.com

**HUNDREDS OF VEHICLES AVAILABLE!**  
NEW & PRE-OWNED – ALL PRICED TO SELL!

**YOU COULD WIN A CHEVY SILVERADO 1500  
OR \$50,000 CASH!**



Silverado 1500



Traverse



Blazer



Trax



Suburban



**GRAND PRIZE:**  
Chevy Silverado 1500  
OR \$50,000 CASH!

**4 DAYS ONLY!**



**THU** S:30AM - 9PM  
**APR 10** S:30AM - 9:30AM  
**BAT 10** S:30AM - 9PM  
**SUN 12** 127M - 6PM  
**1-866-304-6018**  
WWW.PEZCREDITAPP.COM

WUO SOGOME. HOURS: MONDAY 10:00 AM - 6:00 PM, TUESDAY 10:00 AM - 6:00 PM, WEDNESDAY 10:00 AM - 6:00 PM, THURSDAY 10:00 AM - 6:00 PM, FRIDAY 10:00 AM - 6:00 PM, SATURDAY 10:00 AM - 6:00 PM, SUNDAY 10:00 AM - 6:00 PM. ALL TIMES SUBJECT TO CHANGE WITHOUT NOTICE. © 2021 PEZ CREDIT APP. ALL RIGHTS RESERVED.

# MILITARY APPRECIATION

**HUNDREDS OF VEHICLES AVAILABLE!**  
**NEW & PRE-OWNED – ALL PRICED TO SELL!**

**YOU COULD WIN A CHEVY SILVERADO 1500  
 OR \$50,000 CASH!**



**Silverado 1500**



**Traverse**



**Blazer**



**Trax**



**Suburban**

**STIMULUS VOUCHER**  
 COUPON PER TOU 2021

...  
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 ...

**\$ 20006816**

*Travis Pica*  
 FREDIP

**GRAND PRIZE:**  
**Chevy Silverado 1500  
 OR \$50,000 CASH!**

**4 DAYS  
 ONLY!**



**THU** 8:30AM - 9PM  
**APR 10** 8:30AM - 9:30PM  
**BAT 10** 8:30AM - 9PM  
**SUN 12** 127M - 6PM  
**1-866-304-6018**  
 WWW.PCZCREDTAPP.COM

You could win a **2026 Chevrolet 4x4**  
 or up to **\$50,000 CASH** while we celebrats

**2024 SILVERADO -  
 HUGE REBATES**



**2024 SILVERADO**  
 POAANRWGMLUJS AR. 2IC.

**2024 EQUINOK -  
 \$2000 REBATE**



**2024 EQUINOX**  
 PLKAMKBAANAUSAS. SL.

**2024 EQUINCK -  
 \$2000 REBATE**

**2026 BOLT EUV WT**  
 FCUBRN PTM I2 FLAC SIG

**2022 Mokka LT**  
 H-IM ahadvDLME B FIB

**2020 Colorado WT**  
 FC.FHIMVVF. URL JwAt. 2X.



**2024 TRAVERSE**  
 PBAERM LAPVU U DRB. AS. 2TE



**2024 TAHOE**  
 PLLAAAANE PHCL. SSS A6. SG.

**2025 Colorado WT**  
 Kuntawifo -wrmunc. AS 2G.

**2029 Colorado LT**  
 \$2000 REBATE

**2023 Colorado WT**  
 TWIEA AFFAT NOJIDIS. A6. 3ID.



**2022 BLAZER**  
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**2024 BLAZER**  
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**2021 SILVERADO**  
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**2022 Mokka LT**  
 TRAPTIN/MJLULFS. ABISIC

**2022 Colorado WT**  
 D1AS YRX MK bCIA AE. P2.

**2024 EQUINOX -  
 \$2000 HERATE**

**LONG CHEVROLET**  
 15417 Main Street, Norfolk, VA 23501  
 913-295-8397

**1-866-673-6476**  
 TOLL FREE HOTLINE:  
 www.ezcredilap.com

...  
 ...  
 ...

# Big Momma

## AUTO DEALER EVENTS



GET A **\$25** GAS CARD

# Drive Massive Showroom Traffic

## Utilize an **UNSTAFFED** Sales Event!

Most dealers choose the **30,000** Invitation Event for the best balance of cost and showroom traffic.



**20,000**  
**IGNITION**  
**\$21,900**

- ✓ **20,000** - 11x17 Event Mailers w/Scratch-Off
- ✓ Coordinating Event Announcement Email
- ✓ **20,000** Email Broadcast
- ✓ **100** Vacation Getaway Certificates (All Guests Win)
- ✓ **100** Scratch-Off Cards
- ✓ Insured Prize Coverage\* up to **\$25,000**
- ✓ Facebook, Advertising Campaign
- ✓ **2** Toll-Free Tracking Numbers
- ✓ EZ Event Get-Pre-Approved Domain

**30,000**  
★ **MOST POPULAR**  
**ACCELERATION**  
**\$27,900**

- ✓ **30,000** - 11x17 Event Mailers w/Scratch-Off
- ✓ **50,000** Email Broadcast
- ✓ **Turbo Inventory Style Email** Featuring up to 50 Units
- ✓ **Press Release** Distributed to **Local & Regional Media** (Google News, Yahoo News, NewsBreak, Business Journals & Local News Sites)
- ✓ **200** Vacation Getaway Certificates (All Guests Win)
- ✓ **200** Scratch-Off Cards
- ✓ **Insured Prize Coverage\*** up to **\$50,000**
- ✓ EZ Event Get-Pre-Approved Domain

**50,000**  
**TURBO EVENT**  
**\$34,900**

- ✓ **50,000** - 11x17 Event Mailers w/Scratch-Off
- ✓ **100,000** Email Broadcast
- ✓ **Turbo Inventory Style Email** Featuring up to 50 Units
- ✓ **300** Vacation Getaway Certificates (All Guests Win)
- ✓ **300** Scratch-Off Cards
- ✓ **Insured Prize Coverage\*** up to **\$50,000**
- ✓ Facebook Advertising Campaign
- ✓ **2** Toll-Free Tracking Numbers
- ✓ EZ Event Get-Pre-Approved Domain

### EVENT MATERIALS INCLUDED

- ✓ Prize Boards
- ✓ Full Color Event Banner
- ✓ Balloons
- ✓ Guest Sign-Up Sheets
- ✓ Vehicle Hang Tags
- ✓ Event Training & CO-Op Assistance
- ✓ Interactive showroom promotions
- ✓ Inflatable Money-Grab Booth, Black Jack Table, Prize wheel, etc.

### OPTIONAL EVENT ADD-ONS

- Turbo Inventory Email Upgrade (20K Package) + **\$200**
- Voice Broadcasting – Price varies (request quote)
- SMS Text Broadcasting – Price varies (request quote)
- Streaming TV Commercial Campaign – Contact us for price

*Ask about*



### HOW A PRESS RELEASE HELPS YOUR DEALERSHIP SELL MORE — WITHOUT LOOKING LIKE AN AD

\* Prize coverage applies to insured scratch off promotional game pieces and prize board promotions. Coverage provided through third-party promotional prize | Prize distribution determined by game odds.



# Military Market Domination System

Own the Military Buyer in Your Market – Year-Round

Built to reach military households at the moment they need a vehicle most—when they relocate, reestablish, and begin spending in a new market.

Targeted mail + digital support designed to drive consistent traffic and market share.



# MILITARY MARKET DOMINATION SYSTEM

Reach, Engage, and Convert Military Buyers Year-Round

*“Just PCS’d or New to the Area?”*

One of the most **POWERFUL TRIGGERS** in military marketing



**MILITARY FAMILIES**  
RELOCATE FAST.



THEY NEED TRANSPORTATION  
**IMMEDIATELY.**

IF YOUR DEALERSHIP SHOWS UP IN THAT MOMENT—

**YOU BECOME THE **FIRST PLACE** THEY GO**

—not the third or fourth.



**NEXT:** Real examples of military engagement mailers and email campaigns

# Military – PCS Assistance Program

## WELCOME MILITARY FAMILIES

If you've recently received PCS orders or are new to the area, our dealership is proud to offer a **PCS Auto Assistance Program** designed to help military families quickly secure dependable transportation.

We understand the challenges of relocation and are here to make your vehicle buying process easy and stress-free.



Large Selection of Trucks, SUVs & Sedans



Military Rebates & Financing



Conveniently Located Near Base



Serving Military Families from Naval Station Norfolk

Visit Today or Call to Learn More About Our PCS Auto Assistance Program

Proudly Supporting Our Military Community

## ABC TOYOTA

## JUST PCS'D OR NEW TO PCS AUTO ASSISTANCE PROGRAM



- Military Invoice Pricing Available
- No Trade-in Required
- Additional Military Rebates
- Fast Approval for Active Duty

ABC TOYOTA | 123 MAIN STREET, ANYTOWN

## PCS AUTO ASSISTANCE PROGRAM

ABC Toyota is here to make your vehicle purchase easy and stress-free with our exclusive **PCS Auto Assistance Program**. Designed specifically for military families, our program offers special incentives, discounts, and easy financing options to help you find the right car for your needs at ABC Toyota.

- ✓ Pay Dealer Invoice Pricing for Vehicles
- ✓ Low Monthly Payments Available
- ✓ Free Vacation Getaway Certificate\*
- ✓ Additional Military Rebates Applied

## WITH HUNDREDS OF VEHICLES IN STOCK

TRUCKS | SUVs | SEDANS | PRE-OWNED



\*No purchase necessary to receive. See dealer for details.

## READY TO BUY A VEHICLE?

### HERE'S HOW WE CAN HELP YOU!



**SHOW YOUR MILITARY ID OR PCS PAPERWORK**  
Simply bring in your military ID or PCS orders and receive additional incentives for your service.



**BROWSE OUR HUGE INVENTORY**  
Browse a large selection of new and quality pre-owned cars, trucks, and SUVs available at special military pricing.



**CUSTOMIZE YOUR OFFERS**  
Explore low down payments and affordable monthly payment options. Additional military rebates available!



**DRIVE AWAY CONFIDENTLY**  
Get fast, friendly and secure financing. Drive off in your new vehicle today!

**PLUS GET A FREE VACATION GETAWAY CERTIFICATE WITH ANY VEHICLE PURCHASE!**

## CALL NOW TO LEARN MORE!

ABC TOYOTA | 123 MAIN STREET, ANYTOWN USA | 888-555-5555 | ABCTOYOTA.COM



## SELECT THE CAMPAIGN YOU'D LIKE US TO PRODUCE AND MAIL.

SPECIFIC • RELEVANT • TARGETED • HIGH-RESPONSE

# COORDINATING MULTI-MEDIA



## Monthly Digital System

Up to 10,000 targeted impressions

Starting at  
**\$1,500 - \$3,000**

## Quarterly Mailer

10,000 - 20,000 military households

Investment range:  
**\$6,900 - \$8,900**

**1-866-673-5476**



# Ready to Drive Real Traffic to Your Dealership?



**Start Dominating Your Marketing Year-Round**

**CALL: 1-866-673-5476**

**VISIT: [www.autotechnologiesinc.com](http://www.autotechnologiesinc.com)**

