



POWERED BY
Black Book

EXPECT CLEAR SAVINGS
CRYSTAL AUTO MALL
TOYOTA

COME SEE THE ALL NEW
2012 CAMRY!



<FIRST> <LAST>
<ADDRESS>
<CITY>, <STATE> <ZIP>

Our Records Indicate Your <YEAR MAKE MODEL>
Has a Trade Value Between \$<Low Value>† and \$<High>†

Dear <first last>

Our records indicate that you currently own a <year make model>. Right now we are paying a premium for similar vehicles as market conditions have led to an increased demand for local vehicles like yours. Therefore, we would like to discuss the possibility of immediately acquiring your < year make model >.

We are prepared to pay you the highest possible amount for your <year make model>, plus offer some of our most aggressive incentives, including financing as low as 0%** for up to 60 months.

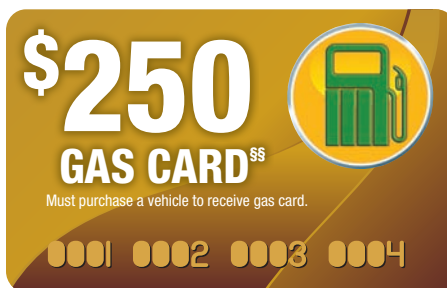
We checked the Black Book® Appraisal Guide and it stated that your <year, make, model>, in clean condition, is now worth up to \$<black book value>†. Based on increased customer demand, we believe your < year make model > could be worth even more! The process is easy; all that's required is a physical inspection of your < year make model >.

To receive immediate information regarding this Private Vehicle Acquisition Offer, simply call 1-800-999-3611 or present this offer letter to your Crystal Toyota Representative now through Monday, October 31st.

Sincerely,

Robert Ramirez

Robert Ramirez
Sales Manager
Crystal Auto Mall



0% APR
FINANCING
FOR UP TO 60 MONTHS**

NO PAYMENTS
'TIL 2012[§]



ToyotaCare

Featuring a complimentary maintenance plan with roadside assistance*

WITH THE PURCHASE OF ANY NEW TOYOTA RECEIVE COMPLIMENTARY

5YEAR/ 24/7 ROADSIDE ASSISTANCE

FACTORY SCHEDULED†† MAINTENANCE PLAN WITH ROADSIDE ASSISTANCE

220 ROUTE 22 WEST • GREENBROOK, NJ • 1.800.999.3611 • CRYSTALAUTOMALL.COM

USE THE ENCLOSED VOUCHER FOR YOUR FIRST NEW CAR PAYMENT.

NOT A CHECK - VOUCHER ONLY - NON-NEGOTIABLE - VALID AS A DISCOUNT ONLY

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CRYSTAL AUTO MALL
TOYOTA

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VALID DATE	CONTROL #	AMOUNT
NOW - 10/31/11	10312011	\$ UP TO < HIGH VALUE > †

Pay To The Order Of: < First Last >

Pay Up To: \$ <high value> †

Memo: < year make model >

THIS IS NOT A CHECK

Robert Ramirez

Authorized Signature Required
Business Development Manager

Non-negotiable. Valid only when used toward the purchase of any select in-stock vehicle. One coupon per sale. Not valid with any other offers or advertised specials. This is not a check. This is a voucher worth up to reflected amount.

Prices exclude tax, title, reg and acquisition fees. \$349 dealer fee. Security deposit waived by TFS. **0% APR up to 60 months to qualified buyers thru TFS, on select vehicles, in lieu of rebates. Offers cannot be combined no rebates or discounts and they are subject to availability and may vary by region. Valid in NY, NJ and CT only. ††The new 2012 Model Year Camry cannot be part of a rental or commercial fleet or a livery or taxi vehicle. Must be purchased by January 3rd, 2012. Offer is in addition to current complimentary Toyota Care program and does not apply to 2011 MY or older new vehicles retailed during this period. For this vehicle only Toyota Care is for 5 years not 2 years. See participating dealer for coverage details. § Dealer will subsidize payments until January, 2012. Vehicle sold at MSRP, subject to primary lender approval. †Estimated Black Book® market value is based off of clean, average and rough vehicle condition and mileage, equipment and condition of vehicle may affect vehicle value, offer excludes Scions, must have a clean carfax report. Vehicle must be 2006 or newer with no accidents or body work. Retail value cannot exceed \$50,000, dealer deducts for excess wear and tear and mileage. Copyright © 2011 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Prior sales excluded, in-stock vehicles only. §§ Gas card supplied by Crystal Auto Mall. Offers cannot be combined. Expires 10/31/11.