



VEHICLE TRADE-IN VALUE PREPARED FOR <FIRST> <LAST>

POWERED BY
Black Book

EXPECT CLEAR SAVINGS
CRYSTAL AUTO MALL
MAZDA



<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 >.

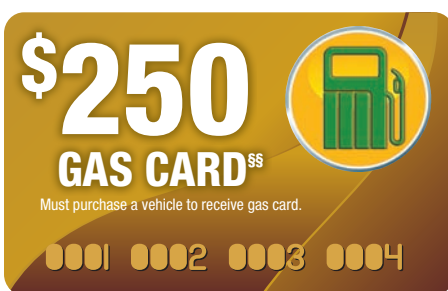
We are prepared to pay you the highest possible amount for your <year make model>, plus offer some of our most aggressive incentives, including financing as low as 0%** for up to 60 months.

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 Mazda Representative now through Monday, October 31st.

Sincerely,

Robert Ramirez
Sales Manager
Crystal Auto Mall



0% APR
FINANCING
FOR UP TO **60 MONTHS****

NO PAYMENTS
'TIL 2012\$

\$500 MAZDA LOYALTY CASH^

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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VALID DATE	CONTROL #	AMOUNT
NOW - 10/31/11	08012011	\$ 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
General 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. **0% APR up to 60 months, on select vehicles, to qualified buyers in lieu of rebates. Offers cannot be combined. †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. § Dealer will subsidize payments until January, 2012 ^\$500 loyalty cash to current Mazda owners, on 2011-2012 Mazda3, Mazda6, Mazda CX-9 or Mazda CX-7. Excludes Mazda Speed 3. Offer transferable within household, must show proof of ownership (registration) §§ Gas card supplied by Crystal Auto Mall. Offers cannot be combined. Expires 10/31/11.