

Not One-Size-Fits-All Marketing

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

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.

-
- 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.

TURBO INVENTORY SYSTEM

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

Year-End CLEARANCE EVENT

2016 LEXUS RX 550 PREMIUM NAVIGATION

\$300,000 off
Reserve Your 2016 Car Here Today!

Delivered → Clicked → Landed

JJMLLEXUS
5000 W. 13th St. | 855-230-2300
Serving Las Vegas

HOME SPECIALS NEW USED FINANCE SERVICE PARTS CELLISION 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** PER MONTH

My Offer: \$ 2791
Credit Score: CUMM 6006 1397
Payment: ROLL FINVING
Protects: ADD \$8401
Vorn 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

FRONT COVER

LOCATED ACROSS THE STREET FROM THE JM LEXUS NEW CAR FACILITY



SUPERSTORE

2007 Year-End CLEARANCE EVENT



TEST DRIVE CHALLENGE

FOR THE PRICE OF A TV, WE'LL DRIVE AN EXCLUSIVE 50" FLAT SCREEN TV TO YOU. WE'LL EVEN DELIVER IT TO YOUR HOME.

50" FLAT SCREEN TV!

PAYMENTS **\$99/MO***
FROM

PRICES **\$2995**
FROM

5401 West Sample Road • Coconut Creek • 1.800.731.8734

JMLEXUS.com

2006 FORD MUSTANG
 2006 Ford Mustang
 395 Barwick
 573.53, Electric
 400 8000 20 11/11/11

YOU COULD WIN THIS 2008 FORD MUSTANG!

ABC Dealer 866-573-5475
 1234 W. Main St., ABC City, ST 99765

2008 LBUR \$3000

HUNDREDS OF VEHICLES TO CHOOSE FROM!

WENT'S MEAK CONC. IN LARG	WENT'S MEAK CONC. IN LARG
\$4000	\$2000
WENT'S MEAK CONC. IN LARG	WENT'S MEAK CONC. IN LARG
\$7500	\$4000

ABC Dealer 866-573-5475
 www.ABCDealer.com

SECOND MAILER

1st Annual VEHICLE CLEARANCE EVENT

THESE ARE THINGS YOU EXPECT WHEN ATTENDING THIS EVENT

- Free of Charge Car Wash
- Free of Charge Oil Change
- Free of Charge Tire Rotation
- Free of Charge Car Wash
- Free of Charge Oil Change
- Free of Charge Tire Rotation

CLEARANCE EVENT PRIZE BOARD

YOU ARE A CUMAGANTEED

2006 FORD MUSTANG	2006 FORD MUSTANG	2006 FORD MUSTANG	2006 FORD MUSTANG
2006 FORD MUSTANG	2006 FORD MUSTANG	2006 FORD MUSTANG	2006 FORD MUSTANG

2007 Year-End CLEARANCE EVENT

ABC Dealer 866-573-5475

HUNDREDS OF VEHICLES TO CHOOSE FROM!

THOSE WHO TRS REPEAT, ANCI MATORS, ANBCOAE FATHES,DTY MCLMAGS PUDAT WHEE BOY TONE CEANT HEARIT AND OIK CMARY THE HALLY FEEL, INARE VECCES!

WENT'S MEAK CONC. IN LARG	WENT'S MEAK CONC. IN LARG	WENT'S MEAK CONC. IN LARG
\$4000	\$2000	\$3000

STIMULUS VOUCHER

HBC Dealer 866-573-5475

CUSTOMER APPRECIATION

Retention-driven mailers . . .

YOU ARE INVITED TO THE

1st Annual CUSTOMER APPRECIATION SALE

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

PRICES
FROM **\$4995**



TEST DRIVE CHALLENGE
NO PURCHASE NECESSARY!
TEST DRIVE THE VEHICLE OF YOUR DREAMS FOR A CHANCE TO WIN!
Your chance to win ends March 31st. To enter visit www.denooyerchevrolet.com. Good while supplies last.

YOU COULD BE THE LUCKY WINNER OF A NEW MALIBU!

TOLL FREE

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

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

www.denooyerchevrolet.com

OVER 100 GM CERTIFIED PRE-OWNED CARS IN STOCK

 2015 EQUINOX LT ST2,200S S6SEE 24S AKB \$19,495 TM	 2019 TRAVERSE LT ST00S AASFES 2118 AHO \$21,398 TM	 2008 STOCK S2S6ES S16 PRICE \$12,990
 2009 MALIBU LT ST23,06S S6SRE 388 AHB \$12,990 TM	 2016 CRUZ LT ST0C8S 48SPES 3856 AHO \$12,990 TM	 STOCK S6S6E 385 AHO \$28,699

2006 Chevrolet Cobalt AWD
 2008 Chevrolet Silverado
 2008 Chevrolet Equinox
 2008 Chevrolet Cruze LT
 2008 Chevrolet Malibu LT
 2008 Chevrolet Impala
 2008 Chevrolet Camaro
 2008 Chevrolet TrailBlazer
 2008 Chevrolet Express
 2008 Chevrolet Silverado 2500
 2008 Chevrolet Silverado 3500
 2008 Chevrolet Equinox
 2008 Chevrolet Cruze
 2008 Chevrolet Malibu
 2008 Chevrolet Impala
 2008 Chevrolet Camaro
 2008 Chevrolet TrailBlazer
 2008 Chevrolet Express
 2008 Chevrolet Silverado 2500
 2008 Chevrolet Silverado 3500

2008 Chevrolet Silverado 2500
 2008 Chevrolet Silverado 3500
 2008 Chevrolet Equinox
 2008 Chevrolet Cruze
 2008 Chevrolet Malibu
 2008 Chevrolet Impala
 2008 Chevrolet Camaro
 2008 Chevrolet TrailBlazer
 2008 Chevrolet Express
 2008 Chevrolet Silverado 2500
 2008 Chevrolet Silverado 3500

0% APR* FOR 60 MONTHS**

INCLUDING ALL REBATES & INCENTIVES...

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

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

www.denooyerchevrolet.com

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

High-Impact Sales Event Campaigns

The Big Momma Event System

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.
- **Staffed 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.**



The Big Momma Event System Drives Massive Dealer Engagement

- Packs Your Showroom for Massive Sales
- Generates a Steady Flow of Quality Leads
- Activates Motivated, Ready-to-Buy Customers
- Coaches Your Team to Close More Deals

Watch Your Traffic and Sales Surge Like Never Before.



MORE THAN A SALES EVENT — A BUSINESS GROWTH ENGINE

The Big Momma Event isn't just about selling cars for a few days.
It's designed to **generate long-term revenue** across your entire store!
You create immediate showroom traffic and sales —
but the impact continues **beyond event**.



SHOWROOM TRAFFIC

Sales Today,
Customers
Tomorrow.

- ✓ Phone calls
- ✓ Showroom traffic
- ✓ BDC calls
- ✓ Credit applications
- ✓ Vehicle sales



SERVICE RETURN

Built-In Future Traffic
To Your Service Drive

- ✓ Customers return to redeem prizes or use service incentives
- ✓ Creates future service opportunities
- ✓ Builds long-term relationships



RETENTION

From One-Time Visitor
to Lifetime Customer

- ✓ Service builds trust and deeper relationships
- ✓ Keeps your past customers coming back
- ✓ Future sales opportunities increase



MAXIMIZING THE VALUE OF EVERY MAILER

Smarter Investment.
Greater Impact.

- ✓ Multi-department traffic fuels separate sales that lift the dealership

Using The Big Momma Event:

- ✓ You're reaching Sales and Service with one campaign
- ✓ One investment. Multiple departments. Greater return



STRATEGIC FOLLOW-UP OPPORTUNITIES



Service Incentives
\$\$ Offs, Oil Change Rotations, Diagnostic, etc.)



Appointment-Based Engagement
Stay Connected. Stay Top-of-Mind

**THIS ISN'T JUST AN EVENT.
IT'S A SYSTEM DESIGNED TO GROW YOUR ENTIRE DEALERSHIP.**

WHY EVENT-BASED SALES WORK AGAIN — RIGHT NOW

MARKET CONDITIONS CHANGED. SO DID THE OPPORTUNITY.

**AFTER THE 2008–2009 DOWNTURN,
THE MARKET SHIFTED.**



Dealers moved toward cost control



Digital-first marketing
and long-term retention

DURING THAT TIME, WE EXPANDED INTO:



High-volume direct mail systems



Multi-channel traffic generation
across industries



Scalable marketing and measurable
results

**TODAY'S BUYERS HAVE NEVER
EXPERIENCED THESE EVENTS.**

**For a new generation
of buyers,
this isn't old—
it's new.**

**TODAY'S MARKET HAS CHANGED AGAIN.
DEALERS NEED:**



Immediate traffic and sales
that move inventory



Customers who respond
to urgency and experience



Marketing that works together
and delivers results

TODAY'S BIG MOMMA EVENT INCLUDES:

- ✓ Advanced targeting and segmentation
- ✓ Integrated direct mail + digital campaigns
- ✓ Call tracking and attribution
- ✓ Inventory-driven messaging
- ✓ BDC and showroom coordination
- ✓ Traffic-driving incentives to increase service |

**WE'RE NOT BRINGING BACK AN OLD IDEA—
WE'RE INTRODUCING IT TO A NEW MARKET.**

LESS COMPETITION. NEW AUDIENCE. STRONGER RESPONSE.

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 WHERE IT MATTERS

- Mail + Email + Digital
- Social + Mobile + Search
- SMS* for immediate engagement
- Streaming TV* for market saturation
- Sales + Service opportunity built into the campaign

No matter how they shop...
you control the conversation — and they end up at your dealership.

*Optional Add-ons

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
- ✓ Ran Multiple Successful Events

Bruce Titus

Auto Group

- ✓ **100,000** Mailers
- ✓ **2,000+** Inbound Calls
(1,200+ IVR +
800+ Direct-to-Dealer)
- ✓ Event Hotline +
Direct-to-Dealer Calls

*“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
4300 S. Tacoma Way
Tacoma, WA, 99409
1.888.713.0203
jeff@brucetitus.com

Logout

7/14/2008 08/01/2008 40 Pages / 1000 Records Records Per Page 25

Calls | Campaign
All
641 | Big Mamma
1378 | IVR-Line Prize

Campaign	Time Stamp	M:SS	Action	RC	NIC	Caller ID	Name	Address	City	State	Zip	Income/Expend	Type	Record	Digits
IVR-line	08/01/08 01:16 PM FR	0:91	answer	4	●	253-002-4433	Evangelyme Est	3023 S 901 St	Tacoma, WA	98405	[40K/37K]	RES			
Big Mamma Sale	08/01/08 11:35 PM FR	0:00	answer	1	●	253-606-2253	GIBSON MARY	Puyallup, WA							
Big Mamma Sale	08/01/08 11:39 PM FR	0:21	hangup	0	●	253-602-3229	WIRELESS CALL	Tacoma, WA							
Big Mamma Sale	08/01/08 11:36 AM FR	0:21	answer	1	●	253-507-4069	TRD Found (NE)	Tacoma, WA							
IVR-line	08/01/08 09:33 AM FR	0:41	answer	1	●	253-507-4069	Eserse SVL VIA	Tacoma, WA							
Big Mamma Sale	08/01/08 09:38 AM FR	0:00	answer	1	●	253-507-4069	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 Line1
- Prize Line

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

VISA

★ BIG SAVINGS - MG SELECTION - PPE OM NED VE

1-866-673-5476

TODAY BEFORE YOU GO INSANE WITH RISING GAS PRICES!

WIN UP TO \$25,000 IN GAS

SAVE TIME APPLY ONLINE

4 DAYS ONLY

7000 \$500

4TH - JUNE 1ST

8 DAYS ONLY!

MAP

INSURED

GOING ON NOW!

MEGA MARKDOWN

Sales Event!

ALL WINNERS HAVE BEEN MAILED!

100'S OF VEHICLES PRICED TO SELL!

OVER \$25,000 IN CASH PRIZES!

KEEP YOUR CASH!

BUY NOW!

COME TO TERRE HAUTE HYUNDAI

PRESIDENT'S DAY SALES EVENT

YOU ARE A GUARANTY

TERRE HAUTE HYUNDAI-NISSAN

YOU ARE INVITED TO

1st Annual CUSTOMER APPRECIATION SALE

PAYMENTS AS LOW AS \$79 PER MO.

PRICES AS LOW AS \$4999

TEST DRIVE CHALLENGE

YOU COULD BE THE LUCKY WINNER OF A NEW MALIBU

DeNooyer Chevrolet

127 Wolf Road • Albany, NY 12205

1-866-297-71

HIGH-URGENCY EVENT MAILERS

— THAT GENERATE FLOOR TRAFFIC —

You Are Invited To Attend

1st Ever EMERGENCY DISPOSAL EVENT

YORAS TO SEFFLENCs - CLUP ROAM

\$99 PER MONTH!*

Buy these vehicles for pennies on the dollar -nhitre gen flige abhot ob!

50% Off their original price!

Rebates up to **\$6,000***

SAVE TIME APPLY ONLINE

GO www.getmycarnow.com

Hurry in and be the luth of the fown WW "mittorsoh Sehom of You're Rocs.

You are a guaranteed winner!

CASH PRIZES UP TO \$50,000	FLAT SCREEN \$5 TO 60,000"	CASH REBATES UP TO 60 "11"	GIFT CARDS \$P TO 10,000*	LAPTOPS \$ 1. MORE!
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WESTIES CARCAHAN TIN
MACKEE DE SAAD
TORCABANA SSRES

LGES OF MUCEL & PORHIST HATEOLIAT PRIAES

10 DAYS ONLY!

FRIDAY DEC 5 9AM-5PM	SSYTHEDAY DEC 6 9AM-7PM	SUNDAY DEC 6 9AM-3PM	MONDAY DEC 8 10AM-6PM	TUESDAY DEC 7 9AM-6PM	WEDNESDAY DEC 8 9AM-6PM	THURSDAY DEC 10 9AM-6PM	FRIDAY DEC 11 9AM-6PM	SATURDAY DEC 13 9AM-6PM	SUNDAY DEC 13 10AM-4PM	EXHIBIT DEC 12
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SATURN OF SANTA ROSA

866.320.5935

3001 Corby Ave • Santa Rosa, CA 95407

4 DAYS ONLY!!

WEDNESDAY 9AM - 8PM	THURSDAY 9AM - 8PM	FRIDAY 9AM - 6PM	SATURDAY 9AM - 6PM
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PLAY THE DEALER BLACK JACK

EVERYONE'S A WINNER! HOIINNER!

YOU COULD WIN UP TO THE AMAZING FINAL PRIZE!

AUTOMOTIVE CLEARANCE

WIN BIG & BRING A LITTLE LOCK TO YOUR HOLIDAYS!

YOU TELL THE DEALER YOUR TOTAL. IF THEY BUST, YOU WIN! IT'S THAT EASY! NO EXPERIENCE NECESSARY!

YOU COULD WIN 1 OF THESE 5 PRIZES!

GRAND PRIZE: SETAWAY \$50,000 CASH!	SECOND PRIZE: 3 DAY / 2 NIGHT / 2 NIGHT GETAWAY!	THIRD PRIZE: FLAT SCREEN TV! \$250 CASH!	FOURTH PRIZE: SCREEN TV! \$100 CASH!	SENTRA STARTING AT \$99 DOWN OAC*
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PLUS! EVERY CARD IS A WINNER - BONUS PRIZES - GIVEAWAYS

\$50,000 CASH!

EVERY CARD & WINNER!

SENTRA STARTING AT **\$99** DOWN OAC*

SENTRA STARTING AT **\$99** DOWN OAC*

CALL 866.320.5935

3001 CORBY AVE - SANTA ROSA, CA 95407

MAKE A DEAL. MAKE MEMORIES. THIS HOLIDAY SEASON.

LOGO

DRIVES IMMEDIATE SHOWROOM TRAFFIC

INTERACTIVE & FUN FOR CUSTOMERS

PERFECT FOR BUSY STORES & LIMITED STAFF

CREATES EXCITEMENT. DRIVES RESULTS.

EMERGENCY DISPOSAL – Tri-fold

COME TO METRO NISSAN OF MONTCLAIR FOR...

1ST EVER

EMERGENCY DISPOSAL

YOU ARE INVITED TO ATTEND! **EVENT**

YOU ARE INVITED TO ATTEND! BRING THIS REQUESTED PERSONALITY TAGS, AND A RELATIONAL BACKGROUND. TEAM A AND FUNDAS, AND AKA THE ANTIQUE OF METEN MARTINY. RECHARGE BY HOW SEB BRIDA AND JESUS E. GEBAS, JARE ELANS ABOUT AKAUS REECLAR...

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



BUY THESE VEHICLES FOR PEANIES ON THE DOLLAR **VEHICLES SOLD FOR 50% OFF**

FOR JUST STOPPING BY, YOU WILL RECEIVE A **3 DAY/2 NIGHT VACATION**

VALUED AT \$499.00



JUST FOR STOPPING BY

YOU ARE A GUARANTEED WINNER!

It's your chance to win prizes including a cash bonus...

1785-425-6775

Call: 866-846-5721

\$50.00 IN CASH

\$250.00 IN CASH

FLAT SCREEN TV

\$100.00 IN CASH

SUNDAY SEPT 13, MONDAY SEPT 14, TUESDAY SEPT 15, WEDNESDAY SEPT 16, THURSDAY SEPT 17, FRIDAY SEPT 18, SATURDAY SEPT 19, SUNDAY SEPT 20, MONDAY SEPT 21, TUESDAY SEPT 22, WEDNESDAY SEPT 23, THURSDAY SEPT 24, FRIDAY SEPT 25, SATURDAY SEPT 26, SUNDAY SEPT 27

METRO NISSAN OF MONTCLAIR

9440 AUTOPLEX DRIVE • MONTCLAIR, CA 91763

¡ESTAMOS DE AHI SERVIRLE!

YOU MAY HAVE **STOP** **WON \$60,000 CASH!**

SAVE TIME, APPLY ONLINE: WWW.METROCARNOW.COM



YOU WILL RECEIVE THE ORIGINAL BONDAL OFFICIAL THE PLATES.

THE MORE YOU WIN, THE MORE YOU WIN. THE MORE YOU WIN, THE MORE YOU WIN.

COME TO METRO NISSAN OF MONTCLAIR FOR... 1ST EVER

EMERGENCY DISPOSAL EVENT

300+ VEHICLES WILL BE SOLD DIRECTLY FROM RENTAL FACILITIES



YOU MAY WIN, WITH: **\$99 PER MO.**



YOU CAN WIN UP TO **\$200**

SAVE TIME, APPLY ONLINE: WWW.METROCARNOW.COM

Spin To Win THE WHEEL OF FORTUNE!

SPIN TO WIN AS MUCH AS \$200

METRO NISSAN

9440 AUTOPLEX DRIVE • Montclair, CA 91763
www.MetroCarnow.com

Nonprofit U.S. Postage PAID Permit No. 15 San Diego, CA

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

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!!

OVER \$25,000 IN CASH PRIZES!

GOING ON NOW!

MEGA MARKDOWN Sales Event!

WINNERS HAVE BEEN MAILED!

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

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

KEEP YOUR CASH!

BONUS DEAL!

\$3,250 GUARANTEED TRADE ALLOWANCE!

ABC MOTORS

123 FIRST STREET ANYTOWN, USA
888-888-8888

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

2018 CHEVROLET EQUINOX **\$229** PER WEEK

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

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

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 70

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!

GOING ON NOW!

MEGA MARKDOWN Sales Event!

100'S OF VEHICLES PRICED TO SELL!

OVER \$25,000 IN CASH PRIZES!

ALL 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

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 MELO TO ANIMEY & WAS NIECUES

SEEKER **\$2,000** CASH OFFER

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

DEALERSHIP'S
SUPER PRE-OWNED
sales event

WWW.DEALERSHIPURL.COM

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 0523-5000

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
---	---	---	---

4 DAYS ONLY

DEALER NAME
2214 DEALER ADDRESS • ANTTOWN, STATE 12345
0006 0523-5000

YOU ARE A GUARANTEED WINNER!

WINNING NUMBER: 0000000

SUPER PRE-OWNED SALES EVENT BOARD

\$25,000 IN CASH!

DOWN PAYMENT ASSISTANCE

DEALER NAME
2214 DEALER ADDRESS • ANTTOWN, STATE 12345
0006 0523-5000



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

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

DEALS OF FORTUNE

Sales Event

100'S OF VEHICLES MARKED DOWN DIRECT TO THE PUBLIC

ABC MOTORS

DEALS OF FORTUNE

Match & Win!

TO PLAY, LIFT 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 24TH - JUNE 1ST

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!

AS SEEN ON TV

DEALS OF FORTUNE

Sales Event

OUR GREAT IS 100% CREDIT APPROVAL!

NO PAYMENTS FOR 90 DAYS!

\$0 DOWN

8 DAYS ONLY!

ABC MOTORS

123 Main Street
Anytown, USA 12345

888-888-8888

AS SEEN ON TV

DEALS OF FORTUNE

Sales Event

-\$3,000 MINIMUM TRADE ALLOWANCE!

GRAND PRIZE!

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

100 VEHICLES MUST BE SOLD IN 8 DAYS!

2018 CHEVROLET SONIC \$219 Per Month

2016 BUICK ENCLAVE \$369 Per Month

2017 NISSAN SENTRA SV \$369 Per Month

2017 CHEVROLET SPARK \$269 Per Month

2012 NISSAN ALTIMA \$369 Per Month

FOOD TRUCK FRIDAY

COME SEE "ON THE SPOT" CATERING! HOME MADE ICE CREAM, HOT WINGS, SHAKES, & HOTDROG!

FRIDAY, MAY 24TH

\$219 PER MONTH!

DISCOUNT VOUCHER

UP TO \$1,000 OFF NEW VEHICLE

\$3,000.00

THREE THOUSAND and 00/100 dollars

8 DAYS ONLY!

8 DAYS ONLY!

FRIDAY, MAY 24 9AM-7PM

SATURDAY, MAY 25 9AM-6PM

SUNDAY, MAY 26 10AM-5PM

MONDAY, MAY 27 9AM-7PM

TUESDAY, MAY 28 9AM-7PM

WEDNESDAY, MAY 29 9AM-7PM

THURSDAY, MAY 30 9AM-7PM

FRIDAY, MAY 31 9AM-7PM

SATURDAY, JUNE 1 9AM-6PM



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

SATURDAY DEC 26TH 9AM-5PM	MONDAY DEC 28TH 9AM-8PM	TUESDAY DEC 29TH 9AM-8PM	WEDNESDAY DEC 30TH 9AM-8PM	THURSDAY DEC 31ST 9AM-8PM
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DeNooyer Chevrolet
187 Wolf Road • Colone, NY 12005
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 CANCON TRIP
\$5000 TRIP VALUE

PRIZE III SKI GETAWAY
\$1000 TRIP VALUE

PRIZE IV VISA GIFT CARD \$500
\$500 TRIP VALUE

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's

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 HZ SUT
06 CHEVY SILVERADO 1500 K-CAB Z71	07 SILVERADO 1500
06 CADILLAC CTS	07 SILVERADO 1500
06 HUMMER H2 LUXURY "I" 4X4	06 HUMMER H2 SUT
06 CHEVY SILVERADO 2500HD	06 CONVEYS SLE 251
06 HUNTER H2 SUT	04 MERCEDES SL 500
05 HUNTER H2 SUT	05 COLORADO LS

5 DAYS ONLY

DeNooyer Chevrolet
127 Wolf Road • Colone, NY 12005
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 SALE-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! See offer!

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

THIS IS A
5 DAY
ONLY
EVENT!

3 GOLD COINS	\$500.00 CASH!
64GB IPAD WITH CASE	\$500.00 CASH!

SCRATCH OFF FOR A CHANCE TO WIN A 4734



\$1,000 OFF MSRP

MISSOURI'S President's day SALE-OFF

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

FRIDAY FEB 18 9AM-6PM	SATURDAY FEB 19 9AM-6PM	MONDAY FEB 21 9AM-6PM	TUESDAY FEB 22 9AM-6PM
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EVENT 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 26 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

1 \$50,000 CASH!	2 64GB IPAD WITH CASE!	3 \$500.00 CASH!	4 3 GOLD COINS!
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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!**

Official Rules: (1) 0% APR financing with approved credit on less of vehicle. (2) \$1500 off MSRP Vehicle example: 2011 Cadillac 175 with 6W111, sale price \$46,500, plus sales tax, title, and license. All vehicle and accessories to dealer. (3) Program Vehicle example: 2011 Chevy Cobalt 146P1505, sale price \$10,000, plus tax, title and license. 42500 down \$129 a month for 72 mos at 2.99% APR. With approved credit. \$100 down available with approved credit. (4) 50% off MSRP vehicle example: Cadillac 175 with 6W111, sale price \$20,000, plus tax, title, license. Vehicle example may require additional down payment for retail approval. Vehicle purchase, credit history and loan information shown represent market to credit monthly payments. Your vehicle payment cannot exceed 20% of your gross monthly income. Vehicle subject to lien 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 your vehicle. (5) Auctions must be disclosed. Due to advertising deadlines, vehicle examples subject to prior sale. Photos are for illustrative purposes only. All offers cannot be combined. (*) Must bring this notice to event location during event unless to close price. No purchase necessary. Prizes will be awarded at random. Open to legal U.S. residents. 18 years or older with valid U.S. driver's license who received the direct mail piece at U.S. Postal and Employee Offices, directors and agents of 26 states. Award to the participating dealer, and affiliated companies, distributors, printers, advertising and production agencies, and any and all other persons associated with the design or execution of this promotion, including, but not limited to, the members of the executive families (regardless of where they reside) or households of any of the above, whether or not related, are and eligible. The number you scratch off does not give you a choice, but an opportunity to win a prize. Under no circumstances will cash be given for a vehicle. Cash prizes for dealers. Prizes to meet location to determine if prize meet and time you prize. Winner's address must be 18 years or older, not married, and must have their vehicle sales price to meet location. Prizes are subject to change without notice. (6) All taxes and any necessary shipping are the responsibility of the prize winner. (7) Odds of winning Prize 1 (total at 20,000), GMAC CAR RETAINERS GRAND PRIZE, WINNER! are 1:15,000. Odds of winning Prize 2 (total at 40,000), or Prize 3 (total at up to 100,000), or Prize 4 (total at up to 150,000), Odds of winning Prize 5 are 1:5. Grand prize shall be awarded within 45 days of receipt and verification of documentation by the qualified prize winner. While supplies last. Winners of top prize pool guaranteed. Special delivery vehicles. Dealer and/or event organization, and advertising agency are not responsible for lost, late, copied or misdelivered prize pieces. Prizes may not necessarily meet prize results. Best offer limited to complete rules. All offers end Feb. 28, 2012.

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



**SPECIAL
MILITARY DISCOUNTS
& INCENTIVES!**

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



MILITARY APPRECIATION MAILER

Front Cover

Inside

Inside

Back Cover

4 DAYS ONLY!

HONOR OUR HEROES. SAVE BIG. WIN BIG.

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

You a GUARANTEED WINNER!

LONG TRUCK 1-866-304-6018

18417 Main Street, Norfolk, VA 23501 www.longchevrolet.com

HUNDREDS OF VEHICLES AVAILABLE! You could win a **2026 Chevrolet 4x4** NEW & PRE-OWNED – ALL PRICED TO SELL! **or up \$50,000 CASH!** while we celebrate!

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

2024 SILVERADO 359,1000 RADO	2024 TRVERSE 2020 DUCRA16
2024 SILVERADO 023601 16581E JCJHJ	2024 TRVERSE \$300M 530045
2023 BLAZER 013601 16581E JCJHJ	2023 TRAX \$300M 530045
2023 BLAZER 013601 16581E JCJHJ	2023 TRAX \$300M 530045
2023 BLAZER 013601 16581E JCJHJ	2023 TRAX \$300M 530045
2023 BLAZER 013601 16581E JCJHJ	2023 TRAX \$300M 530045

THU | APR 10 | BAT 11 | 14 10 | 12
9:30 AM 5:30PM - 5PM 9:AM 5PM 12M - 4PM

1-866-304-6018

15417 Main Street, Norfolk, VA 23501

CHEVROLET STIMULUS VOUCHER
Chevy Stimulus Voucher

2026 Chevrolet 4x4
NAME PRICED TO SELL - Lony Clean tit
SS.20064516 (PLACED IN ORDER)

YOU ARE a GUARANTEED WINNER!
If you pass one to any vehicle with 1st to 3rd place prize to the agent, you are one of the grand prize winners.

GRAND PRIZE
One of three cash prizes or \$50,000 CASH!
VACATION GETAWAY \$500 CASH

APRIL 10 - 13
5:30PM - 1:30PM 12PM - 8PM
1:00PM - 3:15PM - 4:30PM - 6PM

LONG CHEVROLET
15417 Main St, Norfolk, VA 23501
www.rezcreditapp.com

SPRING SALES EVENT

FRESH INVENTORY. FRESH DEALS. LIMITED-TIME SAVINGS.

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

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

OVER 400 VEHICLES AVAILABLE! 100% SAVED AT THIS EVENT!

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!

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 19TH - MAY 27TH! AT KENNY SIMPSON NISSAN!

THERE IS A WINNER! IT COULD BE YOU!

ADDITIONAL \$500 DISCOUNT FOR ACTIVE AND RETIRED 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 BE USED BY VALUED CUSTOMER \$2,028.00
 TWO THOUSAND TWENTY THREE DOLLARS AND 00/100TH

2018 VW BEETLE \$275/MO <small>STOCK PRICE \$14,995. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>	2018 FORD FUSION \$18,995 <small>STOCK PRICE \$21,995. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>	2018 CHEVROLET SILVERADO \$19,995 <small>STOCK PRICE \$22,995. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>
2018 NISSAN VERSA \$20,235 <small>STOCK PRICE \$22,235. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>	2018 CHEVROLET TRAILBLAZER \$21,995 <small>STOCK PRICE \$23,995. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>	2018 MITSUBISHI OUTLANDER AWD \$24,995 <small>STOCK PRICE \$26,995. \$1,000 OFF. \$1,000 CASH OFFER. \$1,000 CASH OFFER.</small>

VS 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

SPECIAL DISCOUNTS DURING THIS SALE!



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

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

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**
- ✓ **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, Newspapers, 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 100 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 Banners
- ✓ Balloons
- ✓ Guest Sign-Up Sheets
- ✓ Vehicle Hang Tags
- ✓ Event Training & C-Op Assistance
- ✓ Smail Media Campaign1

OPTIONAL EVENT ADD-ONS

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

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

Design & Concept

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 AREA? GET THE MOST FROM YOUR PCS AUTO ASSISTANCE PROGRAM!



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

ABC TOYOTA | 123 MAIN STREET, ANYTOWN, VA

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

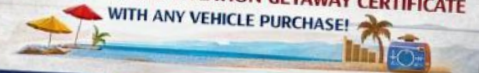
Explore low down payments and affordable monthly payment options. Additional military rebates available!



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

COORDINATED MILITARY MARKET SYSTEM

Consistent Monthly Traffic + High-Impact Mailer Campaigns



Run independently or combine for maximum impact

MONTHLY DIGITAL SYSTEM (ALWAYS-ON)

- ✓ Geo-targeted military reach (base + surrounding areas)
- ✓ Facebook & Instagram lead generation
- ✓ Ongoing inventory follow-up system
- ✓ Retargeting of engaged shoppers
- ✓ Social media posting (every other day)
- ✓ Google Business Profile posting

\$1,500 – \$3,000 / month

MILITARY MAILER CAMPAIGNS (TRAFFIC DRIVER)

- ✓ 10,000 – 20,000+ military-targeted households
- ✓ Base-adjacent zip targeting
- ✓ PCS-focused messaging ('Just PCS'd?')
- ✓ Military assistance positioning
- ✓ Designed to drive immediate showroom traffic

10,000	–	\$6,900		\$8,900
20,000	–	\$8,900		Scalable

Consistent Exposure • Targeted Messaging • Measurable Results

We drive the traffic — you close the deals.

Ready to Drive Real Traffic to Your Dealership?



CALL: 1-866-673-5476

VISIT: www.autotechnologiesinc.com

