

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.

Coordinating Multi-media



ACROSS THE STREET FROM THE JM LEXUS NEW CAR

LEXUS
Certified Pre-Owned
SUPERSTORE

2020
Year-End CLEARANCE EVENT

RESERVE OR BUY THE NEW LEXUS ES350 FROM \$2995

PAY MILES \$999

PRICES FROM \$2995

B401 West Sample Road • Coconut

Slipper, Motel - El Paso, Texas

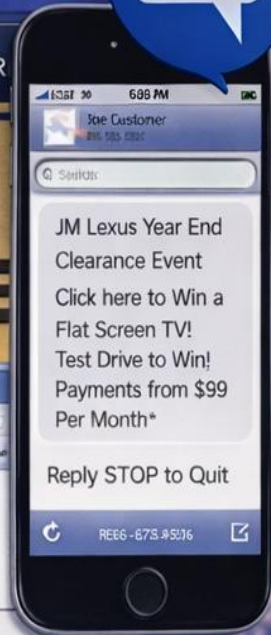
From: Mesager Locus -
From: Slip,Slip Details
7x, Am Cross

Ranking TD: 2701-61.339955
Date: Monday, 4 January 2013, 09:47 AM

YOU ARE INVITED TO ATTEND JM Lexus, Year End Clearans, EAM (x) and Year End GF flat Test Drive to Win, Payments from \$99 Per Month + 2

866-575-5475

www.A@Dealer.com



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

JMMLEXUS
500 N. W. 10th St.
Miami, FL 33136

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 CMAA 6006 1397

Payment* P.L.O.C. FINVING

Protects ADD 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

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 YOU.

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
 395 Barwick
 573.53, Baselet,
 add \$600 to financing

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. AN LAGE \$4000	WENT'S MEAK CONC. AN LAGE \$2000
WENT'S MEAK CONC. AN LAGE \$7500	WENT'S MEAK CONC. AN LAGE \$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 Test Drive Challenge
- Free Flat Screen TV

CLEARANCE EVENT PRIZE BOARD

YOU ARE A CUMAGANTEED

JUNE 17	MAY 27	MAY 23	MAY 23	MAY 25	MAY 23
2007 FORD MUSTANG	2007 FORD MUSTANG	2007 FORD MUSTANG	2007 FORD MUSTANG	2007 FORD MUSTANG	2007 FORD MUSTANG

HUNDREDS OF VEHICLES TO CHOOSE FROM!

WENT'S MEAK CONC. AN LAGE \$4000

WENT'S MEAK CONC. AN LAGE \$2000

WENT'S MEAK CONC. AN LAGE \$3000

STIMULUS VOUCHER

ABC Dealer 866-573-5475

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... — *Optional Add-ons
you control the conversation — and 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
- ✓ 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
jeftp@bruce Titus.com

Logout

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

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

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	●	253-002-4423	Evangelyme Ese 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	●	253.622-2229	WIRELESS CALL Tacoma, WA				
Big Mamma Sale	08/01/08 11.36 AM FR	0:21	answer	1	●	253-507-4969	Not Found (NF) Tacoma, WA				
IVR-line	08/01/08 09.33 AM FR	0:41	answer	1	●	253-507-4669	Eserse SYL 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 Hotline
- IVR-Line (Big Momma)

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

★ BIG SAVINGS - MG SELECTION - PPE OM NED VE

1-866-673-5476

TODAY BEFORE YOU GO INSANE WITH RISING GAS PRICES!

YOU COULD... WIN \$25,000 IN GAS

SAVE TIME APPLY ONLINE

IF THE NUMBER BELOW MATCHES YOUR LICENSE NUMBER YOU ARE GUARANTEED TO WIN ONE OF THE PRIZES BELOW!

75125

VERSAS SEDAN \$99

4TH - JUNE 1ST

8 DAYS ONLY!

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

MEGA REALTY

IF YOU HOLD A VISA YOU ARE A GUARANTEED WINNER!

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

TEST DRIVE THE VEHICLE OF YOUR DREAMS FOR A CHANCE TO WIN!

YOU COULD BE THE LUCKY WINNER OF A NEW MALIBU

DeNooyer Chevrolet

127 Wolf Road • Albany, NY 12205

1-866-297-7171

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 UPP BR TO \$50,000	FLAT SCREEN \$5 TO 60,000"	CASH REBATES UP TO 60 "11"	GIFT CARDS \$P TO 10,000*	LAPTOPS \$ 1. MORE!
--------------------------------	----------------------------	----------------------------	---------------------------	---------------------

WESTIES CARCAHAN TIN
MACKEE DE SAAD
TORCABANA SSRES

LGES OF
MUCEL & PORHIST
HATEOLIAT PRIAES

10 DAYS ONLY!

FRIDAY DEC 5 9AM-5PM	SSYTHFRIDAY 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
----------------------------	---------------------------------	----------------------------	-----------------------------	-----------------------------	-------------------------------	-------------------------------	-----------------------------	-------------------------------	------------------------------	-------------------

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

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*
---	--	--	--	---

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.

INTERACTIVE PROMOTIONS

— THAT KEEP CUSTOMERS ENGAGED —

PLAY THE DEALER

BLACK JACK

AUTOMOTIVE CLEARANCE

EVERYONE'S A WINNER!

9
6

Q
10

SCRATCH OFF YOUR UNEXPOSED CARD!

1) ADD THE 2 CARDS TOGETHER FOR YOUR TOTAL

2) GO TO THE DEALER OR THE DEALER WILL TRIP YOU CARDS

3) COMPARE HANDS AND THE HIGHEST HAND WINS!

YOU COULD WIN 1 OF THESE 5 PRIZES!

GRAND PRIZE!	SECOND PRIZE!	THIRD PRIZE!	FOURTH PRIZE!	FIFTH PRIZE!
\$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!

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

PLAY THE DEALER

BLACK JACK

AUTOMOTIVE CLEARANCE

EVERYONE'S A WINNER!

0% APR FINANCING AVAILABLE

USE THE ATTACHED \$2000 CASH BACK VOUCHER TO RECEIVE

DOWN PAYMENT ASSISTANCE

ABC DEALER

1234 W. Main Street
Anytown, Anywhere, USA

Amount: \$8000.00

Value: TWO THOUSAND DOLLARS AND NO/100

To: VALUED CUSTOMER OF ABC DEALER

BRAND NEW SPECTRA

2008 KIA

\$00,000 \$000

4321 ANYWHERE ST ANYTOWN, USA

888-888-8888

WWW.ABCDEALER.COM

NO CREDIT, BAD CREDIT - NO PROBLEM!

100% APPROVAL!

LOG ON TO **www.ezcreditap.com**

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

Q
A A

PLAY THE DEALER

BLACK JACK

AUTOMOTIVE CLEARANCE

EVERYONE'S A WINNER!

TEST DRIVE TAKE A DRIVE - HOW YOUR BET DEALER CAN'T BE TODAY!

SCRATCH OFF YOUR DEALER'S CARD! AND YOU'LL WIN \$1000 ON OTHER OFFER!

1) ADD THE 2 CARDS TOGETHER FOR YOUR TOTAL

2) CLEAR BEAT WISEP

3) COMPARE HANDS AND THE HIGHEST HAND WINS!

EVERYONE'S A WINNER!

YOU COULD WIN 1 OF THESE 5 PRIZES!

GRAND PRIZE!	SECOND PRIZE!	THIRD PRIZE!	FOURTH PRIZE!	FIFTH PRIZE!
\$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!

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

0% APR FINANCING AVAILABLE

USE THE ATTACHED \$2000 CASH BACK VOUCHER TO RECEIVE

DOWN PAYMENT ASSISTANCE

ABC DEALER

1234 W. Main Street
Anytown, Anywhere, USA

Amount: \$8000.00

Value: TWO THOUSAND DOLLARS AND NO/100

To: VALUED CUSTOMER OF ABC DEALER

BRAND NEW SPECTRA

2008 KIA

\$00,000 \$000

4321 ANYWHERE ST ANYTOWN, USA

888-888-8888

WWW.ABCDEALER.COM

NO CREDIT, BAD CREDIT - NO PROBLEM!

100% APPROVAL!

LOG ON TO **www.ezcreditap.com**

LOGO

1-866-888-8888

WWW.WEBSITE.COM

M/J68

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 PERSONAL IDENTIFICATION, AND YOUR CURRENT RESIDENCE ADDRESS TO THE EVENT. WE WILL BE PROVIDING YOU WITH A \$500.00 CASH PRIZE. WE WILL ALSO BE PROVIDING YOU WITH A \$500.00 CASH PRIZE. WE WILL ALSO BE PROVIDING YOU WITH A \$500.00 CASH PRIZE.

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



BUY THESE VEHICLES FOR AS LOW AS 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 big prizes including a cash prize...

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

866-846-5720

9440 AUTOPLEX DRIVE • MONTCLAIR, CA 91763

¡ESTAMOS DE ALIÍ SERVIRTE!

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

SAVE TIME, APPLY ONLINE: WWW.METROCARNOW.COM



YOU WILL RECEIVE A \$500.00 CASH PRIZE. WE WILL ALSO BE PROVIDING YOU WITH A \$500.00 CASH PRIZE. WE WILL ALSO BE PROVIDING YOU WITH A \$500.00 CASH PRIZE.

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

EMERGENCY DISPOSAL **EVENT**

300+ VEHICLES WILL BE SOLD DIRECTLY FROM RENTAL FACILITIES



YOU MAY WIN UP TO \$200

AS LOW AS **\$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

GOAL: AFFORDABLE VEHICLES WITH SETM MERCHISES UP TO \$20M

METRO NISSAN 866-846-5720

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 100

GOING ON NOW!

MEGA MARKDOWN Sales Event!

OVER \$25,000 IN CASH PRIZES!

11 WINNERS HAVE BEEN MAILED!

OUR GOAL IS 100% CREDIT APPROVAL!

KEEP YOUR CASH! 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 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!

AUGUST 4TH - AUGUST 9TH

\$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!

INSURED

GOING ON NOW!

MEGA MARKDOWN Sales Event!

ALL WINNERS HAVE BEEN MAILED!

OVER \$25,000 IN CASH PRIZES!

100'S OF VEHICLES PRICED TO SELL!

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 MEOS TO ANMEY & WAS NIECUES

SEEKER **\$2,000**

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

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 0523-5007

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

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

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

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

2022 NISSAN ALTIMA \$369 Per Month

FOOD TRUCK FRIDAY

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

FRIDAY, MAY 24TH

\$219 PER MONTH!

DISCOUNT VOUCHER

THREE THOUSAND and 00/100 dollars

\$3,000.00

8 DAYS ONLY!

ABC MOTORS

123 Main Street
Anytown, USA 12345

888-888-8888



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

DeNooyer Chevrolet
187 Wolf Road • Colone, NY 12505
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 HZ SUT
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	06 CONVEYS SLE 251
07 HUNTER	04 MERCEDES SL 500
05	05 COLORADO LS

5 DAYS ONLY

DeNooyer Chevrolet
127 Wolf Road • Colone, NY 12505
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

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 359,100C RADO	2024 TRVERSE 2020 DUCRA16
2024 SILVERADO 359,100C RADO	2024 TRVERSE 2020 DUCRA16
2023 BLAZER 312,000C RADO	2023 TRAX 2020 DUCRA16
2023 BLAZER 312,000C RADO	2023 TRAX 2020 DUCRA16
2023 BLAZER 312,000C RADO	2023 TRAX 2020 DUCRA16
2023 BLAZER 312,000C RADO	2023 TRAX 2020 DUCRA16

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

THEY'RE WINNING! Dederstip NAME PRASOMADE - Lony Chean dit
SS.20064516 (PLACEDNLDER)

YOU ARE a GUARANTEED WINNER!
If you pass one to any object with first ho weclary remise to the agnt, you're tore of the grmt price bhans.

GRAND PRIZE
One of their cartrapp p20
or \$50,000 CASH! VACATON GETAWAY **\$500 CASH**

APRIL 10 - 13
5:30M - 1:30M 12PM - 5PM
1:001M - 3:1PM - 4:1M - 6PM

John Doe
Soly, Steet To.
Crijl, Sirete 96789

LONG CHEVROLET
15417 Main St, Norfolk, VA 23501
www.rezcreditapp.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**
- ✓ **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 USA

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

MILITARY APPRECIATION EVENT

Everyone's Invited to Celebrate Our Military and Take Advantage of Military Discounts.



1-866-304-6018
15417 Main Street, Norfolk, VA 23501

Take a Photo with a Hero... **LONG CHEVROLET**
18417 Main Street, Norfolk, VA 23501



YOU COULD WIN...
CHEVY SILVERADO 1500
...others Match

Mrs. Elizabeth Thompson
1234 West Main Street
City, State Zip Code
Cell: 123-456-7890


CALL THE EVENT HOTLINE:
1-866-304-6016
CONFIRMATION CODE: **1264**

Design & Concept

CHEVROLET STIMULUS VOUCHER
VEHICLE MAKE MODEL

VALID NUMBER: **20084116 [PLACEHOLDER]**

SEE THE OFFICIAL LOTTERY RULES AND REGULATIONS AT www.chevrolet.com/lottery



WINNING NUMBER:
20096416

2024 SILVERADO	2024 EQUINOX	WINNING NUMBER: 20096416
2024 TRAVERSE	2024 TAHOE	
2024 BLAZER	2024 TAHOE	2024 SUBURBAN

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

PROMOTION PRIZE BOARD

2024 SILVERADO	CASH OPTION	SCRATCH-OFF
2024 SILVERADO	2024 EQUINOX	2025 Bolar do VIT TCUSRE ITTH IS PLMY, ZIG
2024 SILVERADO PDAQIAMEAMLUIS ANZIG.	2024 EQUINOX LLIIMMRBABBILUISAS, SL.	2028 Mokbu LT R-fo clevd-cnx.lt-8 PIG
2024 TRAVERSE	2024 TAHOE	2026 Colorado VIT NC Fulkid9, US hAt, 2C.
2024 TRAVERSE PDAER NLAIPPU LORE AS, JTE	2024 TAHOE PLLAANSFPHUL SDS NS, SO.	2055 Colorado WT Rcnvbele-fimones, A, 2C.
2024 Mohke LT TRAP TTN/M/LUAFS, ABISIC	2024 Colorado WT MLAS, PR X MILDCIA, AE, PZ.	2929 Colorado LT \$2000 REBATE
2024 BLAZER	2024 TAHOE	2023 Solardo WT TWCA AFFAT NOLURS, M, SIB.
2024 SUBURBAN	2024 SUBURBAN	2024 Cquinoq DT \$2000 REBATE

Bring your Military Hero to the event — take a photo with your hero and receive a medallion. Honor your hero with a photo op and medallion

WINNING NUMBER:
20096416



LONG CHEVROLET 1-866-673-6476
15417 Main Street, Norfolk, VA 23501
912-255-8397

TOLL FREE HOTLINE:
www.ezcredilap.com

*Prssnsntis bily ibvitec, Itutber the matthoir numbets by pvinee, ave ivanti the counts and et Piararata in e Quaranted Prizis promiase. Look inadet fr your nunhiera wncu leaed eusanvora with wegetore the prizs buaid inaide. yuuaare a guaranteed Etize suaner.

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

