

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.

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, YOU CAN DRIVE A LEXUS. WE'LL COVER THE COST OF THE TV. YOU CAN DRIVE THE TV. WE'LL COVER THE COST OF THE TV.

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 Berwick
 573.53, Electric
 800 800 20 11/11/07

YOU COULD WIN THIS 2008 FORD MUSTANG!

ABC Dealer 866-573-5475
 1234 W. Main St., ABC City, ST 99766

2008 LBUR \$3000

HUNDREDS OF VEHICLES TO CHOOSE FROM!

WRECK MEAT CONE W/ LARAGE \$4000	WRECK MEAT TOM IN LARAGE \$2000
WRECK MEAT COMI IN LARAGE \$7500	WRECK MEAT COMI IN LARAGE \$4000

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

SECOND MAILER

1st Annual VEHICLE CLEARANCE EVENT

YOU ARE A CUMAGANTEED

CLEARANCE EVENT PRIZE BOARD

2006 FORD MUSTANG	2008 FORD MUSTANG	2008 FORD MUSTANG	2008 FORD MUSTANG
2008 FORD MUSTANG	2008 FORD MUSTANG	2008 FORD MUSTANG	2008 FORD MUSTANG

2007 YEAR-END CLEARANCE EVENT

ABC Dealer 866-573-5475

HUNDREDS OF VEHICLES TO CHOOSE FROM!

STIMULUS VOUCHER

ABC Dealer 866-573-5475

Service & Retention Mail Campaigns

Turn Your Service Drive Into a Consistent Revenue Engine

Financing & Leasing
a GM®/GMV®
Leasing, Maintenance
Covering
Account to Deal

HUMMER **2** New! **2008**
CARE BUYING ELIGIBLE! **PROVISIONS**
FINANCING BY THE DRIVE

0% APR

2008 HUMMER SPORT UTILITY H3

FINANCING AVAILABLE
72 Months ON ALL NEW 2008 HUMMERS!

ALL OUR LEASE PRICES
ARE THE LOWEST FROM
THE ORIGINAL
MSRP PRICES!

DID YOU KNOW?
The Hummer H3 Costs
LESS THAN MOST SUVs!
Than These Vehicles:

2008 BUICK H3 SUV	\$545 MSRP	\$599 MSRP
2008 BUICK H3 SUV	\$602 MSRP	\$654 MSRP
2008 BUICK H3 SUV	\$670 MSRP	\$720 MSRP
2008 BUICK H2 SUV	\$499 MSRP	\$599 MSRP
2008 BUICK H2 SUV	\$602 MSRP	\$654 MSRP
2008 BUICK H2 SUV	\$670 MSRP	\$720 MSRP

MSR/MSL APR FINANCING AVAILABLE

2008 BUICK H3 SUV	\$12,988	\$12,988	\$12,988	\$12,988	\$12,988
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DETROIT HUMMER
2008 H3 H3A H3C • 2008 H2 H2A H2C
800-705-4006
www.detroitgmmla.com

HUMMER OF NOVI
Special Offer to Detroit Area • 20081
800-708-3514
www.hummerofnovi.com

Call Us! **1-800-4HUMMER.com**

Greg Motors
2008 North Blvd • 3rd Floor • Bloomington, IL 61710
Tel: 312-341-4100
Email: www.gregmotorsgm.com

To our valued members:

We are extending the 2008 members in bloom, without the long waiting and excessive red-tape you'll find with other dealers, reaching this great milestone, one that has been reached, and we're here to thank you.

The staff of Greg Motors wants to extend a sincere message of appreciation to our valued customers by offering an exclusive offer: "Service Pit Pass" with no cash requirement necessary to receive.

The Pit Pass entitles you to bring your vehicle in to "The Service Drive" for all fluids, free check of the pressure monitoring system, check of the door lock system, and more. All team will answer any questions, assist with vehicle for delivery, we will have a Super Car Wash for you and a free appraisal of your vehicle.

During this exclusive event, we will also be offering special discounts to our GM, our new and pre-owned inventories including, looking at us to GMV or GMV CTC (based on subject stock market).

None of all, thank you for being part of the Greg Motors team.

Sincerely,
Larry Stalder
Greg Stalder
President/Regional Manager

Let's find it for you.
Gregory Deane, Jr. M.A.C.

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

Too Easy To Visit
for appointments, and more.

Greg Motors SERVICE PIT PASS

Includes:
Top Oil Fluids GO
On The Pressure Monitoring System GO
Check Oil Life Monitoring System GO

Two Locations To Serve You!
Greg Motors 2008 North Blvd • 3rd Floor • Bloomington, IL 61710
Tel: 312-341-4100 • Fax: 312-341-4101
Email: www.gregmotorsgm.com

Greg Motors 2008 North Blvd • 3rd Floor • Bloomington, IL 61710
Tel: 312-341-4100 • Fax: 312-341-4101
Email: www.gregmotorsgm.com

You're Invited!
Not Open to the Public
Customer Appreciation FREE
Pit Pass!

We Service All Models All The Time!

GREG MOTORS
2000 N. Hwy 150, Anytown, USA 4500
(9 only) 2388-4443
www.gregmotorsgm.com

Always Fast, Fair & Friendly
Dearest customer satisfaction, Sincere honesty, Integrity & respect.

GREG MOTORS SERVICE PIT PASS

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

BUICK
GMC

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

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
jeftp@bruce Titus.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 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 01.6 PM FR	0:91	answer	4	●	253-002-4423	Evangelyme Ese 3022 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	●	253.622-3229	WIRELESS CALL Tacoma, WA				
Big Mamma Sale	08/01/08 11.36 AM FR	0:21	answer	1	●	253-507-4969	Not Found (NE) 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? NO PCS ORDERS? YOU'RE APPROVED!

WIN UP TO \$25,000 CASH!

SS1,000

★ BIG SAVINGS - MG SELECTION - PPE ON MED VEH

1-866-673-5476

TODAY BEFORE YOU GO INSANE WITH RISING GAS PRICES!

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

SAVE TODAY! APPLY ONLINE

8 DAYS ONLY

IF THE NUMBER BELOW MATCHES YOUR HOUSEHOLD AND YOU WIN, YOU WILL RECEIVE THE SPECIAL OFFER FROM YOUR LOCAL HYUNDAI NISSAN DEALER BY JUNE 1ST. ATTENDING MUST BE A MEMBER OF AN INSURED OR AFS AND MUST RESIDE IN THE CONTOUR OF A SUN BELT!

YOU ARE GUARANTEED TO WIN ONE OF THE PRIZES BELOW!

75325

VERSAS SEDAN \$99

SENTRA \$99

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!

TRIVIA NOW!

COME TO TERRE HAUTE HYUNDAI

PRESIDENT'S DAY SALES EVENT

YOU ARE INVITED TO ATTEND THIS SPECIAL EVENT AND TO RECEIVE THE SPECIAL OFFER FROM YOUR LOCAL HYUNDAI NISSAN DEALER BY JUNE 1ST. ATTENDING MUST BE A MEMBER OF AN INSURED OR AFS AND MUST RESIDE IN THE CONTOUR OF A SUN BELT!

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

NO PURCHASE NECESSARY

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

1-866-297-71

www.denooyerchevrolet.com

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 Roc.

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	SANTAFRIDAY DEC 13 10AM-6PM	SUNDAY DEC 12 10AM-6PM
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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

PLAY THE DEALER BLACK JACK

EVERYONE'S A WINNER! HOINMER!

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.

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

1785-425-6775

Call: 866-846-5721



SUNDAY SEPT 13 10:00 AM - 12:00 PM
 THURSDAY SEPT 10 10:00 AM - 12:00 PM
 WEDNESDAY SEPT 11 10:00 AM - 12:00 PM
 MONDAY SEPT 12 10:00 AM - 12:00 PM
 SATURDAY SEPT 6 10:00 AM - 12:00 PM
 THURSDAY SEPT 10 10:00 AM - 12:00 PM
 THURSDAY SEPT 10 10:00 AM - 12:00 PM
 THURSDAY SEPT 12 10:00 AM - 12:00 PM
 THURSDAY SEPT 12 10:00 AM - 12:00 PM
 THURSDAY SEPT 12 10:00 AM - 12:00 PM

METRO NISSAN

OF MONTCLAIR

BRING THIS MAILER WITH YOU TO THE EVENT. WE'LL TAKE CARE OF YOU!

866-846-5720

9440 AUTOPLEX DRIVE • MONTCLAIR, CA 91763

¡ESTAMOS DE ALIÍ SERVIRTEL!

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

SAVE TIME, APPLY ONLINE: WWW.METROCARNOW.COM



YOU MAY BE ELIGIBLE TO WIN UP TO \$60,000 CASH! WE'LL DRAW THE WINNER AT THE EVENT. YOU MAY BE ELIGIBLE TO WIN UP TO \$60,000 CASH! WE'LL DRAW THE WINNER AT THE EVENT.

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 MAY 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

Nonprofits
U.S. Postage
PAID
Permit No. 25
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 SEAT, 17" WHEELS, 5TH DOOR
\$000 PER MONTH

2007 FORD FOCUS
PWR SEAT, 17" WHEELS, 5TH DOOR
\$00,000 \$000 PER MO

2007 FORD FOCUS
PWR SEAT, 17" WHEELS, 5TH DOOR
\$00,000 \$000 PER MO

2007 FORD FOCUS
PWR SEAT, 17" WHEELS, 5TH DOOR
\$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!!

\$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

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 **\$6,900** **\$9,000** **\$10,000**

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 - 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!

500 CASH

DOWN PAYMENT ASSISTANCE

4 DAYS ONLY

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, 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 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!

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 24TH

\$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



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 CARS

FREE FRESHWATER PEARL EARRINGS
\$3.95 PER PAIR

NO MONEY DOWN
ON SELECT NEW CARS

5 DAYS ONLY

SATURDAY DEC 26TH 9AM-5PM	MONDAY DEC 29TH 9AM-8PM	TUESDAY DEC 29TH 9AM-8PM	WEDNESDAY DEC 30TH 9AM-8PM	THURSDAY DEC 31ST 9AM-8PM
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DeNooyer Chevrolet
127 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 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 WGN AWD 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 • 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 SELL-OFF



BUY CHECK
HUNDREDS OF
VEHICLES
FROM A VENDOR
FROM THE COUNTRY

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!

MISSOURI'S President's day SELL-OFF

IS A 5 DAY ONLY EVENT!

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



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

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 in lieu of rebate. (2) \$11,000 off MSRP Vehicle example: 2011 Cadillac CTS with 64111, sale price: \$46,800, plus sales tax, title, and license. All rebates and incentives in dealer. (3) Program Vehicle example: 2010 Chevy Cobalt with 97565, 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 CTS with 8715A, sale price: \$20,000, plus tax, title and license. Vehicle example may require additional down payment for credit approval. Vehicle purchase, credit history and future delinquencies may require additional monthly payments. Top vehicle payment cannot exceed 20% of your gross monthly income. Vehicle payment includes your current monthly payments must not exceed 50% of your gross income. Must be at least 18 years of age. Any equity deficit in your current vehicle must be paid or refinanced with new vehicle. Subscriptions must be discharged. Use to advertising deadline, vehicle examples subject to prior sale. Photos are for illustration purposes only. All offers cannot be combined. (6) Must bring this mailer to event location during event unless you have prior. The purchase agreement. Purchase will not include choice of financing. Open to legal U.S. residents, 18 years or older with a valid U.S. driver's license who received the first retail price in U.S. Postal mail. Employee 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 entities are not eligible. This contest you cannot opt out of this and you give a chance, but an opportunity to win a prize. Dealer is sponsoring program. While supplies last. See dealer for details. Have to meet deadline to complete in price limit and close your price. Winner's name must be 18 years or older, not married, their regular price price to meet location within the state where listed above to reduce price. (7) All taxes and any necessary shipping are the responsibility of the price winner. (8) Odds of winning Prize 1 (valued at \$50,000), GMAC CARD SERVICES (SANDY PACE, WINNER) are 1:175,000. Odds of winning Prize 2 (valued at \$400), or Prize 3 (valued at up to \$200), are 1:15,000. Odds of winning Prize 4 are 1:1. Grand prize shall be awarded within 60 days of receipt and verification of documentation by the qualified prize winner. While supplies last. Maximum of one prize per household. Scratch-off entry vehicles. Dealer will not accept cash and advertising agency are not responsible for text, bids, copied or misread price price. Pictures may not resemble actual prize results. Visit event location for complete rules. All offers end 2/24/11.



THIS IS A 5 DAY ONLY EVENT!

1

\$500.00 CASH!

2

64GB IPAD WITH CASE

3

\$50.00 CASH!

4

3 GOLD COINS

CHANCE TO WIN A
4734

MISSOURI'S President's day SELL-OFF

\$11,000 OFF MSRP

Local, state and federal
government have bid
off tens of thousands
of vehicles for
employees. These
vehicles may not be
picked up one of these
estimated. You can now
pick up one of these
vehicles for
\$11,000 off MSRP.

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 TRAVERS 2020 DUCRA16
2024 SILVERADO 023601 1651E JCHIN	2024 TRAVERS \$300M 09043
2023 BLAZER 013601 1651E JCHIN	2023 TRAX \$300M 09043
2023 BLAZER 013601 1651E JCHIN	2023 TRAX \$300M 09043
2023 BLAZER 013601 1651E JCHIN	2023 TRAX \$300M 09043
2023 BLAZER 013601 1651E JCHIN	2023 TRAX \$300M 09043

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

1-866-304-6018

18417 Main Street, Norfolk, VA 23501

CHEVROLET STIMULUS VOUCHER
Chevy Stimulus Voucher

2026 Chevrolet 4x4

YOU ARE a GUARANTEED WINNER!
If you pass one to any object with 1st ho vehicle name to the agent, you're one of the grand prize winners.

GRAND PRIZE
One of them will win \$50,000 CASH!

VACATION GETAWAY \$500 CASH

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

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 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

Design & Concept

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
...ers 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



STIMULUS VOUCHER

CHEVROLET

Vehicle Make Models

Valid thru 12/31/2020. (CLASSIFY MAKE Model/Year - Long Chevrolet)

[\$.20084116 [PLACEHOLDER]

Some restrictions apply. Offer valid on new vehicles only. Excludes used vehicles. Offer good while supplies last. See dealer for details. Offer good while supplies last. See dealer for details. Offer good while supplies last. See dealer for details.

Long Chevrolet
Signature



2024 SILVERADO



2024 EQUINOX

WINNING NUMBER:
20096416



2024 TRAVERSE



2024 TAHOE



2024 SUBURBAN



2024 BLAZER



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
		2025 Bolar do VIT TCUSRE ITTH IS M, MY, ZIG
2024 SILVERADO PDA01AMEAMLUIS ANIZIG	710A ERUVERSE LLIMAMRBABMILUSAS, SL	2028 Mokbu LT R-fb clevd-cnx.lt - 8 PIG
		2026 Colorado VIT MC Fulvka9, US hAt, 2C
2024 TRAVERSE PDAER NLAIPPU LORE AS, JTE	2024 TAHOE PLLAANSFPHUL SDS NS, SO	2055 Colorado WT Rcnvbfef-cfmanes, A, 2C
		2929 Colorado LT \$2000 REBATE
2024 Mohke LT TRAP TTN/M/LUAFS, ABISIC	2024 Colorado WT MLAS PR X MILDCIA, AE, PZ	2023 Solardo WT TWCA AFAT NOLURS, M, SIB
		2024 Equino 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

*Prorsstis bily ibvitec, Itutber the matthoir numbets by pvinee, ave ivanti the counts and et Piararata in e Quaranted Prizis promiase. Look inaidet fr your nunhiera wncu ieaded eusanvora with wegetore the prizs buaid inaide. juuare 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

