

# 6 DAY UPGRADE EVENT TRADE IN VOUCHER

The Sum of up to

Three thousand five hundred sixty four & 00 100

DOLLARS

CENTS

\$3,564

00

6 DAYS ONLY. CODE MUST BE PRESENTED AT TIME OF PURCHASE IN ORDER TO QUALIFY. CANNOT BE COMBINED WITH ANY OTHER OFFER OR SPECIAL INTERNET PRICING. THIS IS NOT A CHECK. SEE DEALER FOR DETAILS.

Pay to The order of

[<FirstName>] [<LastName>]  
[<123 Anystreet>]  
[<Yourtown, US 12345-6789>]

|||||

*General Manager*



## Act Now to Determine your Trade-In Value!

Hi [<FirstName>],

**North Brothers FORD** has been chosen to host an **Exclusive 6 Day Upgrade Event**. There is a shortage of quality pre-owned FORD vehicles available in the market place. You have been selected to attend this event and take advantage of exceptional one time offers not available to the general public.

**This event is by invitation only. North Brothers FORD would like to purchase your vehicle!**

During this event, you will have the opportunity to receive:

- Above market trade-in value for your car
- Generous rebates and discounts
- 0% APR Financing
- FORD Assurance and Americans Best Warranty
- Regardless of your credit we have a program for you

All of this...**Plus, FORD Senior Appraisers** will be on hand to evaluate your car with trade assistance rebates just for you.

**Plus,** above market trade-in appraisal.

[<FirstName>], bring this letter for admittance to this event. When you arrive, sign in with the **FORD Senior Trade Appraiser** located in the showroom at the Upgrade Event sign-in table.

**[<FirstName>] - YOUR VEHICLE WILL NEVER BE WORTH MORE THAN DURING THIS EVENT!** Act now to take advantage of this exclusive offer—**high attendance is expected.** To expedite your registration for this exclusive event, call one of our upgrade event representatives at 734-280-3797.

**Your personal access code is: <0000000>.**



### 2024 FORD F-150 Lariat



\$28,175 MSRP  
– \$6,976 TOTAL SAVINGS

**\$21,199 SALES PRICE!<sup>1</sup>**

**5 TO CHOOSE FROM!**

### 2024 FORD ESCAPE



\$23,025 MSRP  
– \$7,126 TOTAL SAVINGS

**\$15,899 SALES PRICE!<sup>2</sup>**

**10 TO CHOOSE FROM!**

### 2024 FORD EXPLORER



\$24,065 MSRP  
– \$5,766 TOTAL SAVINGS

**\$18,299 SALES PRICE!<sup>3</sup>**

**7 TO CHOOSE FROM!**

(1) 2024 FORD Santa Fe Sport 2.4. H11018137. MSRP: \$28,175 - \$2,250 FORD Retail Cash - \$1,000 FORD Sales Event - \$1,863 FORD Hail Damage Discount - \$1,863 FORD Dealer Discount - \$21,199 Sales Price + TT&L. (2) 2024 FORD Sonata SE. H11513621. MSRP: \$23,025 - \$3,350 FORD Retail Cash - \$1,888 FORD Hail Damage Discount - \$1,888 FORD Dealer Discount - \$15,899 Sales Price + TT&L. (3) 2024 FORD Tucson SE. H1306298. MSRP: \$24,065 - \$1,500 FORD Retail Cash - \$750 FORD Sales Event - \$1,758 FORD Hail Damage Discount - \$1,758 FORD Dealer Discount - \$18,299 Sales Price + TT&L. All offers with approved credit. See dealer for details. All offers expire 5/31/17.