



888-888-8888 | 123 ABC Motors Drive Motor City, Motorland 12345 | ABCMotors.com



Dear <NAME>,

Congratulations! As a loyal customer of ABC Motors, you're eligible for our EZ Upgrade Program – a fantastic program that allows you to easily upgrade your current <YEAR> <MAKE> <MODEL> to a newer with the same or similar monthly payments. Our EZ Upgrade Program has three benefits:

- **A newer vehicle with a full warranty and improved features:** Customers who are eligible to exchange their vehicle enjoy the cost savings of driving a newer, more fuel-efficient vehicle with a full warranty as well as all the new technology features that are built into our latest models.
- **More money for your trade-in:** ABC Motors has a growing need for reliable pre-owned vehicles, so we can offer you more than the market value for your vehicle.
- **Low monthly payments:** Right now, Finance rates are at historical lows. Therefore, we can offer lower monthly payments on new and certified pre-owned vehicle.

<NAME>, by receiving this email, you've already been identified as eligible for this program! Contact us today at NUMBER to make an appointment or click below to go directly to our site and fill out an appointment form.

AND THERE'S MORE!

Click below to reveal an exclusive cash offer from ABC Motors!

CLICK TO SCHEDULE APPOINTMENT TODAY!

With Service in mind,

Scott Swiger

General Manager

ABC Motors



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