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**From:** John Smith  
**Sent:** Someday, October XXth, 2015 9:27 AM  
**To:** <variablename@website.com>  
**Subject:** <First Name> <Last Name>'s <Year><Make><Model>

As the General Manager, I wanted to thank you for your recent service visit with your **2012 Dodge Grand Caravan**.

I noticed that you recently spent **\$657** on your **Dodge Grand Caravan**.

**ABC Chrysler** has a program for select service customers. Certain customers like you, based on your vehicle and your loyalty may qualify for a Service to Sales credit.

What that means is that for fourteen days after your service, should you decide that you really would like a new vehicle, we will apply the amount of your service bill to a new vehicle purchase to a maximum of **\$500**. Sometime we can apply a little more depending on the condition of your vehicle and our dealership's current used car supply.

If this offer is of interest to you, please click the reply button at the bottom of the email or simply show this email to any of our staff and we will happily assist you in reviewing your options.

I wanted to share this offer with you to let you know that you are valued. I also hope that your experience with our dealership staff combined with special offers like this will help keep you and your family as a loyal and frequent customers of both our sales and service departments for years to come.

Wishing you safe and happy driving,

**John Smith, General Manager**

Abc Chrysler Dodge Jeep Ram  
0000 Main Street  
Yourtown, STATE 00000  
000-000-0000

[www.abcchrysler.com](http://www.abcchrysler.com)



[Click here to book your appointment for an options review](#)

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