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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**.

Our records show that this is likely your first visit to ABC Chrysler, and I hope that your experience was pleasurable and efficient.

Our Sales Department has a loyalty program that qualifies all dealership customers to receive quarterly invitations to special sale events that are often supported by extra sale incentives from the manufacturer. Our Sales Department also sends email alerts to customers a couple times a year when the factory announces exceptional offers.

These offers and invitations may be used by you or, you may share them with any of your family members.

I thought that we might start by sending you a **sales coupon** in this email that is valid up to and including our next Customer VIP event on **Saturday, January 16th**.

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)



**\$500 COUPON!** Towards any new in-stock vehicle.  
This Someday, Month XXth at **Abc Chrysler**

 [Click Here for Appointment](#)

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