

Important Information Regarding Your
<<YEAR/MAKE/MODEL>>



<<Joe Smith>>
<<3800 Oil Derrick Parkway>>
<<Odessa, TX 79762>>

PLEASE REVIEW THE FOLLOWING INFORMATION CAREFULLY:

Honda acknowledges the state of the current economy and is responding, by offering 2.9% financing on select models, to help owners upgrade their current vehicle and lower their transportation costs. The management at Benson Honda has been authorized to buy back your <<YEAR/MAKE/MODEL>> and assist in reducing your payments. Appraisers have been given notice to be very generous with their values. Your status qualifies you for this private event. It is by invitation only.

Benson Honda has been authorized to eliminate new and pre-owned models by reducing interest rates or increasing factory cash back*. These are some of the most aggressive incentives ever offered to give you the opportunity to exchange and upgrade your current vehicle.

What does this mean to you? We invite you to upgrade your <<YEAR/MAKE/MODEL>> for a newer vehicle with lower payments and increased factory warranty. With factory authorized incentives and generous trade-in values, we feel confident that you can make this exchange with little or no out-of-pocket expense and a monthly payment that fits your budget.

BONUS OFFER: <<Joe Smith>>, during this unique event, if we can't come to terms with a payment that fits your budget on one of our vehicles, **you will receive \$500 in Road Checks for parts and service to be used on your current vehicle. No purchase is necessary!**

To receive the highest value for your trade, plus an additional \$1000 Trade-In Assistance Voucher, go to your personal web page at www.HondaUpgrade.com. Your access code is **SAHONDA**. Yours may be a vehicle for which we pay full retail.

Please stop by or call **210-341-1356** to schedule a convenient appointment and allow us the opportunity to make you an offer. A visual inspection of your vehicle is required to assess its value. This is a rare and unique event.

EVENT DATES:

Thursday October 22, 2009 9:00am - 9:00pm	Friday October 23, 2009 9:00am - 9:00pm	Saturday October 24, 2009 9:00am - 9:00pm	Monday October 26, 2009 9:00am - 9:00pm
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Special Event Site:

Benson Honda
9100 San Pedro
San Antonio, TX 78216
www.bensonhonda.com

For more details please call: **210-341-1356**

*See dealer for details.

**PLEASE PRESENT THIS
NOTIFICATION AND ONE PIECE OF
IDENTIFICATION TO GAIN
ENTRANCE TO THIS PRIVATE SALE.**

Featuring Honda 2010 Models

