



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

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

VOLKSWAGEN OPENS NEW DEALERSHIP IN MCKINNEY, TX...

Volkswagen of America, Inc. has announced the Grand Opening of McKinney Volkswagen. As a brand new dealership we have a shortage of pre-owned vehicles, and must conduct an immediate vehicle buy-back and upgrade program. Volkswagen recognizes the present state of the economy and is responding by assisting Volkswagen owners who wish to upgrade their current vehicle and lower their transportation cost. In order to increase our inventory the management at McKinney Volkswagen has been authorized to buy-back your <<YEAR/MAKE/MODEL>> while offering you lower payments and the Volkswagen Carefree Maintenance promise. Your status qualifies you for this private event.

JUST ANNOUNCED: McKinney Volkswagen has a great selection of 2010 VW models, and is offering low monthly payments and low interest rates. These are some of the most aggressive incentives ever offered to give you the opportunity to exchange and upgrade your current Volkswagen.

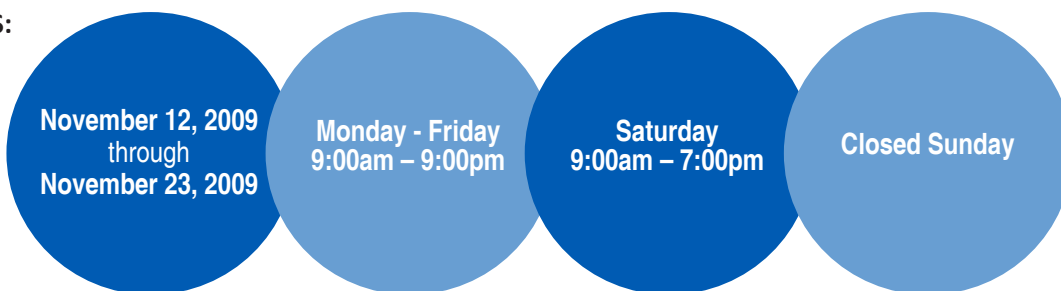
By upgrading your <<YEAR/MAKE/MODEL>> for a newer model, you may lower your payments and increase factory warranty while receiving Volkswagen Carefree Maintenance. With authorized incentives and generous trade values we feel confident that you can make this exchange with little or no out-of-pocket expense and a monthly payment that fits your budget.

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

To receive the highest value for your trade, plus a \$500 Trade-In Assistance Voucher, go to your personal web page at www.VWUpgrade.com. Your access code is McKinneyVW. Yours may be a vehicle for which we pay full retail.

Please stop by or call 866-555-5555 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:



Special Event Site:
McKinney Volkswagen
3600 South Central Expressway
McKinney, TX 75070
www.mckinneyvw.com

For more details please call: **866-555-555**

See dealer for more details. 2009 Passat, CC and Touareg (excludes TDI) models are available with financing through Volkswagen Credit, as low as 0% APR for 60 months. Offer good through 11.23.09.

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

Peace of mind is what the people want.

