



# Vehicle Buyback Marketing

## Why do I need a buyback program at my dealership?

- ✓ Generates traffic flow to your showroom
- ✓ Helps to keep up with the growing demand for used vehicles
- ✓ Involves less risk buying vehicles that you've been servicing
- ✓ Builds relationships with your customers

## Why do I need Traffic Builders' Buyback Rewards Program?

- ✓ Uses a unique, multi-channel approach
- ✓ Builds relationships with your customers
- ✓ Rewards loyalty
- ✓ Includes Personal Touch direct mail that stands out
- ✓ Allows mail-to-email matching
- ✓ Delivers a complete marketing campaign, including point-of-purchase signage
- ✓ Offers the most current owner and vehicle targeting through proprietary data cleansing

**MARY**  
We want to **BUY YOUR 2002 Toyota Camry**

**Congrats!**  
You are a Gold level service customer. You'll find a special offer attached.

Call to get your Buyback Rewards Offer today!  
**1-555-456-7890**  
WWW.WEBSITE.COM

**Allen Valley TOYOTA**

**SALES HOURS:**  
MON - FRI 9AM - 5PM  
SAT 9AM - 4PM  
SUN 10AM - 4PM

Printed Standard U.S. Postage PAID Louisville, KY Permit No. 1177

Mary Smith,  
At Allen Valley Automotive, we very much value your business and we want to reward you for your service loyalty.

We strive to provide our customers with dependable, well-maintained, pre-owned vehicles. Because of your service history on your 2002 Camry, you have been identified as owning a quality vehicle that is in demand. We want to offer you our Buyback Rewards, which provides you with the highest possible buyback value.

**Your 2002 Toyota Camry qualifies for our Gold level Buyback Rewards.**

Because of your service history with us at Allen Valley Automotive, we know that your vehicle's value to used car buyers is at a premium and we want to pass this advantage on to you. Allow us to give you a current market appraisal and a buyback offer on your Camry. Please know that it's not necessary to purchase a new vehicle from us to receive your Buyback Rewards Offer shown below.

Please call (555-456-7890) to speak with our Buyback Rewards Manager or stop in and learn more about your Gold status vehicle Buyback Rewards.

Sincerely,  
John Samuel  
Allen Valley Automotive

**Congrats!**  
You are a Gold level service customer. Your repeat service business has earned you the offer below.

**Platinum**  
**Gold**  
**Silver**  
**Bronze**

**Allen Valley TOYOTA**

**CALL US AT 1-555-456-7890**

Receive  
**\$450**  
Bonus Cash towards your vehicle's buyback

“...used vehicle sales from franchised dealers will reach their highest level since 2005. Last year, franchised dealers sold 15.6 million used vehicles...it's reasonable to expect 16 million in sales this year.

# MARY

## we want to BUY YOUR 2002 Toyota Camry

Mary, as a loyal service customer, you are qualified for a special Buyback Reward on your 2002 Toyota Camry.

**Congrats!**

You are a Gold level service customer. You'll find a special offer attached.



DEALER PHOTO

Call to get your Buyback Rewards Offer today!

1-555-456-7890

WWW.WEBSITE.COM

Presorted Standard U.S. Postage PAID Louisville, KY Permit No. 1177



SALES HOURS:  
MON - FRI: 7AM - 7PM • SATURDAY: 8AM - 5PM

FULL-COLOR LOGO

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Bronze

PERSONALIZED LETTER

4 UNIQUE TIERS

CALL US AT 1-555-456-7890

Receive  
**\$450**

Bonus Cash towards your vehicle's buyback

TIER-SPECIFIC FULL-COLOR OFFERS

“Target your loyal service customers with a personalized sales offer and unique message.”



**TRAFFICBUILDERS** INC.  
Results-driven marketing

1-800-814-9696

sales@trafficbuildersusa.com

www.TrafficBuildersUSA.com

Drive in new customers with unique, intelligent communications today.



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