



At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal Mercedes owner, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive Mercedes discounts include:

- One Lube, Oil and Filter Change for only \$12.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous offer to you as an invitation to come in and experience our unbeatable Customer Service and Vehicle Expertise.

Thank You for your patronage.

Sincerely,

Service Director Name

Service Director

P.S.- Visit your own personal webpage:

www.fullname.servicemymercedes.us

ABC DEALERSHIP
 5555 West Main Street • Anytown, USA 55555
 555.555.5555

match seq

Date: <var date> Voucher # 00-124875
 To the order of: ABC DEALERSHIP
 Amount: \$12.95
 Memo: Expires 12/31/08

Date: <var date> Voucher # 00-124876
 To the order of: ABC DEALERSHIP
 Amount: \$50.00 OFF
 Memo: Expires 12/31/08

Date: <var date> Voucher # 00-124877
 To the order of: ABC DEALERSHIP
 Amount: \$100.00 OFF
 Memo: Expires 12/31/08

Variable Full Name _____ Mercedes-Benz Date: <var date> 00-124875
 Variable Street Address _____
 Variable City, ST Zipcode _____

To the order of: ABC DEALERSHIP

The sum of: **One Lube, Oil and Filter Change for only \$12.95** **\$ 12.95**

Visit your own personal webpage:
www.fullname.servicemymercedes.us

Memo: Expires 12/31/08

291048405783  **Endorse Here** PCODE1

Includes 5 qts. of oil; synthetic oils and diesels not included
 Some models may be slightly higher
 Coupon must be presented at time of write up
 Cannot be combined with other coupons or in-store specials
 Does not include sales tax and hazard waste disposal

Variable Full Name _____ Mercedes-Benz Date: <var date> 00-124876
 Variable Street Address _____
 Variable City, ST Zipcode _____

To the order of: ABC DEALERSHIP

The sum of: **\$50.00 OFF Any Parts or Service** **\$ 50.00 OFF**

Visit your own personal webpage:
www.fullname.servicemymercedes.us

Memo: Expires 12/31/08

291048405784  **Endorse Here** PCODE2

Coupon must be presented at time of write up
 Cannot be combined with other coupons or in-store specials
 Cannot be used for retail parts, tires or collision repair
 Cannot exceed 20% discount of total parts and service bill
 Does not include sales tax and hazard waste disposal

Variable Full Name _____ Mercedes-Benz Date: <var date> 00-124877
 Variable Street Address _____
 Variable City, ST Zipcode _____

To the order of: ABC DEALERSHIP

The sum of: **\$100.00 OFF Any Parts or Service** **\$ 100.00 OFF**

Visit your own personal webpage:
www.fullname.servicemymercedes.us

Memo: Expires 12/31/08

291048405785  **Endorse Here** PCODE3

Coupon must be presented at time of write up
 Cannot be combined with other coupons or in-store specials
 Cannot be used for retail parts, tires or collision repair
 Cannot exceed 20% discount of total parts and service bill
 Does not include sales tax and hazard waste disposal