



MERCURY | NEW DOORS OPENED

# ABC MERCURY DEALERSHIP

*At ABC Dealership, We Are Your Automotive Service Specialists*



Dear First Name Only,

As a loyal Mercury 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 Mercury 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.servicemymercury.us***

Security Code:  
23012

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

match seq

Date: <var date> Voucher # 00-124877

To the order of: ABC DEALERSHIP

Amount: \$100.00 OFF

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 # 00-124875

To the order of: ABC DEALERSHIP

Amount: \$12.95

Memo: Expires 12/31/08

Variable Full Name  
Variable Street Address  
Variable City, ST Zipcode



Date: <var date> 00-124875

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.servicemymercury.us**

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

Memo: Expires 12/31/08

291048405783

Endorse Here

OPCODE1

Variable Full Name  
Variable Street Address  
Variable City, ST Zipcode



Date: <var date> 00-124876

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.servicemymercury.us**

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

Memo: Expires 12/31/08

291048405784

Endorse Here

OPCODE2

Variable Full Name  
Variable Street Address  
Variable City, ST Zipcode



Date: <var date> 00-124877

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.servicemymercury.us**

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

Memo: Expires 12/31/08

291048405785

Endorse Here

OPCODE3