



**DUE TO OVERWHELMING RESPONSE,  
NISSAN HAS AUTHORIZED BECK NISSAN  
TO EXTEND THIS OPPORTUNITY.  
This will be your final notice!**

# BUYBACK PROGRAM

Dear **VariableFullName**,

We would like to restock our pre-owned inventory and need your **<Year> <Make> <Model>**. This weekend only, our acquisitions department at Beck Nissan is prepared to offer you a trade-in value up to **\$3,500 ABOVE THE REGIONAL MARKET VALUE** stated by Black Book, a leading source of national vehicle values.



**Will give you up to this amount for your trade!**



**\$XX,XXX** Regional Market Value<sup>††</sup>  
+ up to **\$3,500** Beck Trade Offer

Offer for your **<Year> <Make> <Model>**  
**\$XX,XXX**

That is \$3,500 more than the estimated value today and it could even be worth more if your vehicle is in "excellent" condition!



**New 2010 NISSAN SENTRA**  
List Price \$17,389  
Dealer Discount -\$3,490  
Additional Trade Value up to -\$3,500  
Down Payment Assistance up to -\$1,000

**SALE PRICE \$9,399\***



**New 2010 NISSAN FRONTIER**  
List Price \$21,914  
Dealer Discount -\$2,926  
Additional Trade Value up to -\$3,500  
Down Payment Assistance up to -\$1,000

**SALE PRICE \$14,488\***



**New 2010 NISSAN ROGUE**  
List Price \$22,569  
Dealer Discount -\$2,592  
Additional Trade Value up to -\$3,500  
Down Payment Assistance up to -\$1,000

**SALE PRICE \$15,477\***

Our finance department has over 20 sources to offer you the best terms and conditions even if you have great credit or marginal credit!

Now is the best time to trade into a new or pre-owned vehicle. Your vehicle is worth more this weekend than any other time, this is the perfect opportunity to take advantage of huge discounts and incentives. Now is the best time to buy. You could be driving away in a new vehicle for the same or similar payment of what you are paying now.



252 Highway 17 N.  
Palatka, FL 32177  
**(386) 328-2775**

## 4 DAYS ONLY

**WEDNESDAY, JUNE 16, 2010.....9AM-7PM**  
**THURSDAY, JUNE 17, 2010.....9AM-7PM**  
**FRIDAY, JUNE 18, 2010.....9AM-7PM**  
**SATURDAY, JUNE 19, 2010.....9AM-4PM**

\*All prices plus tax, tag and \$495.00 dealer fee. W.A.C. Sale price includes Dealer Discount, up to \$3,500 additional trade-in value, and up to \$1,000 down payment assistance. \*\*Dealer retains all rebates, with approved credit. ++Based on clean Black Book trade-in value. Deductions will be made for excessive mileage, wear and tear, damage and trim level. See dealer for complete details. Trade allowance based on dealer list price. Not all VIN#s can be accurately decoded. See dealer for details. ††Prize is \$4,500. All applicable tax and fees are sole responsibility of winner. Odds of winning are 1:4,231. See dealer for details. Photos for illustration purposes only. The dealership or its agency are not responsible for late, lost or misdirected mail, typographical or production errors. Employees of Beck Nissan, their affiliates & families are ineligible to participate. In the unlikely event, due to printing or computer error that more than one winning number exists, award will be presented on a first come first served basis to one winner only. No purchase necessary.

**ONE LUCKY WINNER  
MAY HAVE A CHANCE  
TO WIN UP TO  
\$4,500!++  
IT COULD BE YOU!**

**VARIABLE YOUR WINNING  
NUMBER IS 00000**

**RECEIVE FREE  
LOTTO TICKETS  
JUST FOR STOPPING BY!**

While supplies last



252 Highway 17 N.  
Palatka, FL 32177  
**(386) 328-2775**

up to: **ONE THOUSAND AND 00/100 DOLLARS**

PURCHASE CERTIFICATE DOWN PAYMENT ASSISTANCE • THIS IS NOT A CHECK

**Name**  
**Address**  
**City, ST, ZIP**

**VALID ONLY  
0/00/00 THROUGH 0/00/00**

**\$1,000**

\*\*\*One certificate per purchase.  
Non-negotiable and non-transferable.  
See dealer for complete details.

*Matt Buckles*

AUTHORIZED SIGNATURE