

Spec Sample – not mailed

**<Sheri Harris>**  
Your **<04 Toyota Camry Solara>**  
is in **HIGH demand!**  
Sell it to me by **<July 31<sup>st</sup>>** to get top dollar  
**And SAVE money by driving an 06!**

Dear Sheri Harris:

I rarely get the chance to tell anyone they can actually *save* money by stepping into a new vehicle, but your existing <2004 Solara> seems to be in pretty big demand with my <Ft Lauderdale> shoppers this <summer>. I need more on my lot – and I'm prepared to pay very well to buy yours....

*Your <Solara> will never be worth more on the open market than at this moment: we are paying up to **110%** of NADA trade-in value. Why not get the best selling price now while your car is still in peak demand, rather than settling for far less a few months or years from now?*

**With what I'll pay for your <2004> model not to mention our <July> finance special**, you can actually save money and enjoy sweet 06 extras your <04> doesn't have:  
*NEW! <1<sup>st</sup> priority 06 Solara new/improved benefit>*  
*NEW! <2<sup>nd</sup> priority 06 Solara new/improved benefit>*  
*NEW! <3<sup>rd</sup> priority 06 Solara new/improved benefit>*

Or check out the < top affinity model based upon owner database analytics> it's the top pick among your former fellow Solara owners so far this year.

Find out just how much I'll pay for your current <Solara>: pick up the phone and calling my direct line right now at (954) xxx-xxx. Of course, there's no obligation whatsoever.

Looking forward to speaking with you soon....

<Salesperson Name, Dealership Location>

P.S. You may be surprised at how much I'll pay for your <2004 solara>, but you'll never know unless you give me a call at **xxx—xxx by <date>**. (I really need these on my lot a.s.a.p., so call me now to get your best price.)