



“Can’t Beat a Leta”

Dear Loyal Honda/Acura Owner,

My name is Frank Leta and I want to personally thank you for your Honda or Acura purchase. I share your trust of the Honda brand, which I have faithfully represented for over 35 years. In this time, I have found that most Honda and Acura buyers trust their vehicles so much, they never want to trade them in. As a result, I am prepared to make you an unprecedented offer for your used car.

From now until September 10th, I will pay you \$1,000 MORE for your Honda or Acura than Kelly Blue Book says it is worth.

Why? Because now I have 3 stores to stock, and I’ve dramatically expanded the pre-owned departments of both my brand new Honda dealership in O’Fallon, MO and my redesigned Acura dealership in South County. *I am in dire need of quality trade-ins* and have come to the realization that in order for me to obtain quality pre-owned Hondas or Acuras, I am going to have to pay a premium. My philosophy is...if I am going to overpay for a vehicle, I would rather reward a loyal customer than some wholesaler or auto auction. This is why I am willing to pay you \$1,000 OVER Kelly Blue Book trade-in value for your quality used Honda or Acura when you purchase an in-stock vehicle. Hurry in for the best selection!

On top of getting \$1,000 more money for your used car, right now, all *new* vehicles at Frank Leta are being offered at their lowest prices of the year during our annual Model Year End Clearance. So, not only will you get \$1,000 more for your trade-in, you’ll also get the lowest prices of the year on a new Honda or Acura of your choice.

Hope to see you soon!

Sincerely,

Frank Leta

PS: Wherever you live, wherever you buy, you can always get qualified Honda and Acura service close to home at all 3 Frank Leta locations!

Frank Leta Honda
St. Charles County
(636) 336-5000

Frank Leta Automotive Outlet
North County
(314) 447-9000

Frank Leta Acura
South County
(314) 849-4444

