



Dear XXXXX,

Our pre-owned truck inventory is extremely low and we need yours. Desperate times call for desperate measures – and I am desperate. If you're willing to trade-in your truck, I'll offer you more than any other dealer in St. Louis. PLUS I'll give you a deal on a brand new Chevy that's so good,

# YOUR PAYMENT COULD BE LESS THAN YOU'RE PAYING NOW!

Thanks to factory clearance incentives, **0% FINANCING** on most vehicles, PLUS a special limited-time discount reserved for a select few to whom I've extended this offer, you may be able to upgrade to a BRAND NEW CHEVY **WITH NO PAYMENT INCREASE**. You can keep the cash equity in your trade and we will cut you a check for the difference right on the spot.

Plus, you'll get membership in the exclusive **JIM BUTLER SILVERADO CLUB** (a great package of merchandise and member discounts worth more than \$500) and you'll even get 2-years no-charge maintenance!

This is the most aggressive pre-owned truck purchasing program in our history. But it's only available for a limited time, to a very limited number of truck owners. Please stop by or call me to discuss.

*Don Bay*

Don Bay  
General Sales Manager

**P.S. MY OFFER TO YOU ENDS AUGUST 31, OR ONCE WE'VE SUFFICIENTLY RESTOCKED OUR INVENTORY WITH PRE-OWNED TRUCKS – WHICHEVER COMES FIRST.**

**JIM BUTLER  
POWERHOUSE  
SILVERADO  
CLUB**



**FREE  
MEMBERSHIP**

**SAVE UP TO  
\$560**

**JIM BUTLER**  
The City POWERHOUSE

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**CHEVROLET**

