



## REFER A FRIEND, RECEIVE \$000

We appreciate all of our completely satisfied customers such as yourself, and we'd love the opportunity to work with your friends and acquaintances. Rest assured that when you refer a friend or family member, we'll treat them with the same courtesy and integrity that we show you.

As an incentive to tell everyone you know about your experience with ABC Dealership, we'll give you \$000 credit at our dealership when you refer a friend. This offer is simple. Tell your friends and family members to stop by for a test drive. When they mention you sent them and they buy a new Cadillac, we'll reward you with \$000.

## THE NEW ESCALADE

403 HORSEPOWER, 417 LB-FT OF TORQUE



Visit Your Dealership Name.

2007 Escalade shown. © 2006 GM Corp. All rights reserved. Cadillac® Cadillac badge® Escalade®

Redeem for special savings!

SAMPLE COUPON

**00% OFF**

ABC Dealership  
1234 Main Street  
Anytown, USA 12345  
123-456-7890

Copy copy to go here. Copy copy to go here. Copy copy to go here. Copy copy to go here. Copy copy to go here. Copy copy to go here. Copy copy to go here.

Not valid with any other offer. Present coupon at the time order is written. Valid thru Month Day, Year



**ABC Dealership**

1234 Main Street • Anytown, USA 12345

**123-456-7890**

[www.yourwebsitehere.com](http://www.yourwebsitehere.com)

We honor:



*See inside for special savings!*

POSTAL PERMIT HERE

The goal of our service department is to keep your car running at peak performance, as conveniently for you as possible. Our factory-trained Cadillac technicians are ready to handle all of your service needs. **We offer:**

- Earlybird and late evening drop-off
- Free shuttle service (call for details)
- Rental cars available (call for details)
- Your personal service advisor
- Cadillac Master Technicians
- Warranty on repairs
- Full-service body shop
- Free body shop estimates
- Convenient waiting room with fresh coffee and snacks, workstations with computer, television and courtesy phone.

### HOURS OF OPERATION

**Sales**  
M-TH 9:00 a.m. – 9:00 p.m.  
F, SAT 9:00 a.m. – 6:00 p.m.  
SUN 12:00 p.m. – 5:00 p.m.  
**123-456-7890**

**Service**  
M-F 7:00 a.m. – 6:00 p.m.  
SAT 8:00 a.m. – 1:00 p.m.  
**123-456-7890**

**Parts**  
M-F 8:00 a.m. – 6:00 p.m.  
SAT 8:00 a.m. – 1:00 p.m.  
**123-456-7890**



## DEAR VALUED CUSTOMER,

We'd like to thank you for your continued patronage. We realize that you have many choices, and we're pleased that you chose Dealership Name. Our goal is to develop a long-term relationship with you—one built on trust. We understand there is no way possible to satisfy every need, but rest assured that an honest effort will be made on your behalf. Our family of employees realizes that without your continued business, we don't have a business. We look forward to our continued relationship, and we thank you again for your patronage.

Sincerely,

*The Entire Staff of Your Dealership*

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 *Cadillac*  
**Innovation**

SPRING 2008

A PUBLICATION FOR THE CUSTOMERS OF ABC DEALERSHIP



**ULTIMATE LUXURY**

2008 DTS Platinum

Beautiful. Rare. Precious. All are true of the precious metal platinum, and all accurately describe the distinctive luxury and elegance of Cadillac's 2008 DTS Platinum Edition. It blends Cadillac's advanced technology with premium luxury features.

Power comes from a Northstar 4.6L V-8 paired with a four-speed automatic transmission that has performance-shifting capability for full driver engagement. With speed-sensitive Magnasteer steering and Magnetic Ride

Control, the ride is as smooth as it is precise. Exclusive Platinum features include two unique interiors, Light Linen over Cocoa and all-Ebony, with light ash burl wood accents.

For the ultimate in pampering, supple Tuscany leather seating surfaces match the leather-wrapped steering wheel, center console and brim of the instrument panel. Luxury never looked — and felt — so good. Elegant exterior cues, including unique badging, chrome door handles and grille, and unique

*continued on page 2*



**ABC Dealership**

1234 Main Street • Anytown, USA  
123-456-7890 • [www.yourwebaddresshere.com](http://www.yourwebaddresshere.com)

*See inside for special savings!*