



## RAISING EXPECTATIONS

At ABC Dealership, we don't allow ourselves to be second-best. You'll feel a difference in talking with any employee in sales or service. We hire the best local talent and train in the ABC Dealership philosophy of customer care. This empowers our staff with knowledge and confidence.

We also offer many options in sales and service to give you the best possible experience. If you're shopping for a new or pre-owned vehicle, we have a large selection to choose from. If your Cadillac needs maintenance, our factory-trained technicians will install Genuine GM Parts. Stop by today. We'll prove our dedication to your happiness.

Redeem for special savings!

**SAMPLE COUPON** **\$00.00**  
SPECIAL PRICE

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

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

**SAMPLE COUPON** **FREE**

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

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**SAMPLE COUPON** **\$00.00**  
SPECIAL PRICE

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

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**SAMPLE COUPON** **\$00.00**  
SPECIAL PRICE

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**SAMPLE COUPON** **00% OFF**

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Anytown, USA 12345  
123-456-7890

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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**



## THE NEW ESCALADE

417 LB-FT TORQUE  
403 HP



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Life. LIBERTY. AND THE PURSUIT.™

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# 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!