



<FNAME> <LNAME>
 <ADDRESS1>
 <ADDRESS2>
 <CITY>, <PROV> <POSTAL>

Murray GM Moose Jaw Black Book Pricing
 <YEAR> <MODEL>

Dear <FNAME>,

Murray GM Moose Jaw is the site of their 3rd semi-annual *Black Book Sale*. As the proud owner of a <MODEL>, you are in a good spot and able to really take advantage! We are marketing this to the general public in and around Moose Jaw. We did not want you to miss this opportunity and that is why we are writing to you personally.

How does it work?

It is really simple! No messing around. The same rules that work for us work for you. This means that we are making vehicles more available to you by offering *Canadian Black Book* values on a vehicle's trade-in value, the future value, and the average asking price. All you need to do is come see us at the dealership this month and don't miss out!

What is it?

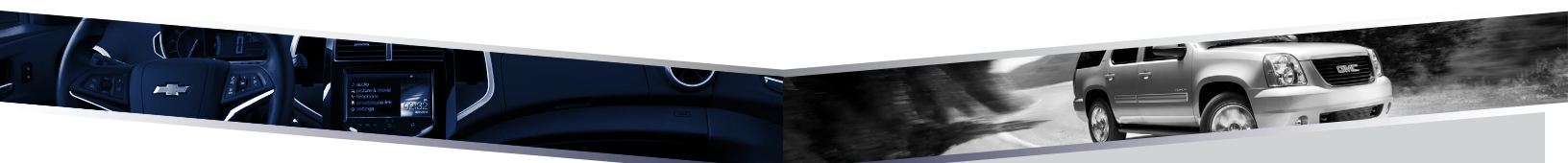
It's the *Black Book Sale*. Murray GM Moose Jaw will buy your <MODEL> at *Black Book Prices*. Fortunately, there is a North America-wide shortage of <MODEL>s. As well, you are eligible to purchase a previously owned vehicle at *Black Book Prices*.

What's in it for you?

In addition to all vehicles being sold at *Black Book Prices*, GM also has **Finance Rates as low as 0%**! We are hoping to give you the peace of mind of driving a newer vehicle at affordable prices and payments. The deals are just waiting for you! **Deadline: July 31st.**

What's next?

- Go to www.murraygm.com
- Review our site for the *Black Book Sale*
- Talk to one of our helpful **Web Assistants**
- Get **Pre-Approved for Financing**
- Get in your <MODEL> and come see us!



Where?

Murray GM Moose Jaw
 15 Chester Road
 Moose Jaw, SK S6J 1N3
 Phone: (306) 693 4605

Murray GM Moose Jaw Black Book Pricing

URL: www.murraygm.com

Expires: **July 31st, 2015**