




**Act Now Before
its Too Late!**

Bob Smith trade in your 07 Ford Taurus and Slash Your Interest Rate by as Much as 50% or More!

Bob Smith
1234 Main Street
Davenport, IA 52807

 *Imagine a newer, nicer car with payments the same or even lower than your current vehicle. It may be possible because rates are the lowest they have been in the last 30 years!*

Bob, congratulations you are pre-qualified for an auto loan for up to \$40,000 here at Palmer Ford at great rates, and the best news is you will be able to refinance what you still owe on your old loan at the new lower rates!

With the new low rates, great prices, high trade in values and incredible deals we have right now there will never be a better time for you to trade in and trade up!

A lower interest rate can make a huge difference in either your monthly payment or how much car you can get for the same payment.

Bob, it's not a question of can we lower your interest rate on a new loan it's a question of how much. **Call me right now at 888-888-8888** to get all the details and set up an appointment to pick out the perfect vehicle and take advantages of the great deals we have right now.

P.S. Call in the next 48 hours to set your appointment to visit our store to get exact details on **YOUR** savings, and we will provide you with your exact credit bureau score and where you rank and compare with the rest of the country at no charge. Where will **YOU** rank?

Tim Jones, Sales Manager
Palmer Ford
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Davenport, IA 52807
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* See reverse side for important consumer information concerning this offer.

You can choose to stop receiving “prescreened” offers of credit from this and other companies by calling toll free 1-888-567-8688. See PRESCREEN & OPT-OUT NOTICE on the other side for more information about prescreened offers.