

V.I.P. Card Campaign

Letter with Discount Card attached, Retail Insert, Free Gift Insert, Service Insert and Sweepstakes Insert.

Your Customized Sales Letter

(Your Customized Gift Card Attached Here)

\$3,000⁰⁰

LARRY H. MILLER CHRYSLER JEEP DODGE DISCOUNT CARD

*****SAMPLE*****
 John Smith
 123 Main St.
 Anytown, USA 12345-1234

THERE HAS NEVER BEEN A BETTER TIME TO BUY A NEW TRUCK OR JEEP!
 Every once in a while something comes along that you just can't pass up, and that time is Now, this week, at Larry H. Miller Chrysler Jeep Dodge in Bountiful!

Larry H. Miller Chrysler Jeep Dodge will be offering Never-Lower Discounts on Every Ram Pickup and on Every Jeep Wrangler, Grand Cherokee, Liberty and Patriot in stock!!!! Never before has there been such remarkable prices offered DIRECT TO THE PUBLIC!

The pot gets much sweeter when you consider the incredible amount of Money that Larry H. Miller Chrysler Jeep Dodge is paying for USED VEHICLES, ESPECIALLY TRUCKS and JEEPS. Even if you are not in the market for a new truck or Jeep, BRING YOUR CAR, TRUCK, SUV OR JEEP TO THE DEALERSHIP THIS WEEKEND. YOU WILL NOT BELIEVE HOW MUCH READY CASH LARRY H. MILLER CHRYSLER JEEP DODGE WILL OFFER YOU FOR YOUR TRADE-IN!! If you need Extra Cash for a rent or mortgage payment, a down payment on a purchase, or JUST TO PAY OFF YOUR BILLS, BRING YOUR VEHICLE, title or payment book. WE GUARANTEE you the Most Money Possible!

Jeep and Dodge are offering Discounts of up to \$5,000 OFF or Financing of 0% for 60 Months* plus FACTORY CASH BACK and INCENTIVES!

Preferred Lenders will be on site this weekend to offer you instant Credit and Terms to fit your budget, whatever your situation. *Reminder: BRING YOUR TAX REFUND CHECK, Driver's License, your credit cards, and a payroll stub to ensure FASTER CREDIT APPROVAL!

Bring this letter and your \$1,000, \$2,000 or \$3,000 GIFT CARD above and present it at the Sale Entrance.

WHEN: This Thurs, Fri, Sat, Mon, Tues & Wed, March 25, 26, 27, 29, 30 & 31, 2010

HOURS: 9:00am - 9:00pm

WHERE: Larry H. Miller Chrysler Jeep Dodge
 755 N. 500 West • Bountiful, UT 84087

SALE HOTLINE: 866-667-2203
 www.bountifulchryslerjeep.com

Starting at \$17,995
Let's To Choose From!

*See dealer for details. *MSRP. This offer is not valid with any other advertised offer. See dealer for details. Please note that the information in this bulletin is provided as a public service to its customers. It should not be construed as an offer or a promise of potential savings or reduced liability. For more information about the information provided contact your sales professional or visit the regional homepage service web site at www.jcpi.com. See your local dealer for complete details. Pictures and text for illustrative purposes only. ©2010

Your Custom Retail Offers Here.

NEW 2010 DODGE RAM 1500 Lets To Choose From! STARTING AT \$17,995 <small>NEW QUAD CAB 3500 4DR 4X4 STARTING AT</small>		ALL NEW DODGE HEAVY DUTY RAM 2500/3500 \$34,995 1.9% APR <small>FOR 60 MONTHS</small> 3.9% APR <small>FOR 72 MONTHS</small> <small>2010 Motor Trend Truck of the Year</small>	
NEW 2010 DODGE GRAND CARAVAN Really Roomy! \$19,985 <small>0% APR FOR 60 MONTHS</small>	NEW 2010 DODGE CHALLENGER New to Dodge From! \$24,995 <small>1.9% APR FOR 60 MONTHS 3.9% APR FOR 72 MONTHS</small>	NEW 2010 JEEP WRANGLER Ready for Anything! \$19,862 <small>0% APR FOR 60 MONTHS LEASE FOR \$89/MO FOR 36 MONTHS</small>	NEW 2010 JEEP GRAND CHEROKEE Ready for Anything! \$26,895 <small>0% APR FOR 60 MONTHS 1.9% APR FOR 72 MONTHS</small>

Larry H Miller Chrysler Jeep Dodge • 755 N. 500 West, Bountiful, UT 84087 • 866-667-2203 • bountifulchryslerjeep.com

Free Gifts Guarantee a reason for the prospect to attend your Sale.

FREE GIFT!

Present this coupon at the Sale Entrance and receive your choice of either a...

NO PURCHASE NECESSARY! JUST FOR ATTENDING!

Just by showing this coupon to receive a gift. Limit one gift per customer. Offer good through 3/31/10. See dealer for details. ©2010

Your Custom Service offers here.

 OIL CHANGE & TIRE ROTATION \$17.95 Plus Tax Maintain Your Ride. We will change your oil, lube the chassis, rotate your tires & give your car a complete inspection.	 AUTOMATIC TRANSMISSION SERVICE \$59.95 Plus Tax Keep your transmission operating trouble free! Includes up to 6qts of fluid, filter and gasket. Additional filters extra if required.	 COOLING SYSTEM SERVICE \$39.95 Plus Tax Fight the summer heat with a Cooling System service. Drain and refill of your Cooling System. Price includes 1 gallon of coolant.
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“Contests and Sweepstakes are becoming more popular to capture the attention of consumers.” - NY Times 2010

Your Program Includes:

- Complete Market Analysis
- Targeted Buyer Database
- Customized Creative
- Administered Sweepstakes
- Premiums
- Custom Retail & Service Offers
- First Class Postage
- **P.A.P. Approved!**

WIN ALASKA!

A TRIP TO

Win a 3 Night/2 Day Vacation to Alaska!

- First Class Lodging on the Kenai River
- Free Drinks and All Tackles provided
- A Large Country Breakfast served each morning

- One Seafood Dinner (Fresh Salmon, Halibut, King Crab)
- Free 50lb Boxes per person of your fish boxed for shipping
- Daily Mail Service

If Your Game Number Matches the one on Display... YOU WIN!

Game Number 000000

*By participating in this sweepstakes prize contest, you agree to the terms and conditions and rules in the rules and regulations for this contest as posted at the participating dealerships. No purchase, payment or donation is necessary to enter or play. A random drawing will be held on 3/31/10 to determine the winner. Sweepstakes ends on 3/31/10. Void where prohibited. ©2010



TACITO DIRECT

800.621.2225

Supplier ID:
 63681