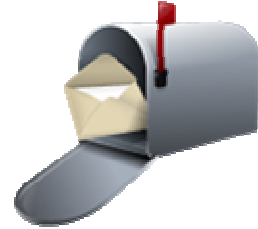




G&A Marketing Customer Buyback Mailer

What is the G&A Customer Buyback Mailer?

Reach out to your existing customer database, or target other new buyers in your region with G&A's unique Customer Buyback Mailer. Letters can be personalized to include customer information including year, make and model of their current vehicle. This mailer's ability to communicate your dealership's interest in purchasing the customer's exact car adds legitimacy and urgency to the piece, ultimately initiating customer response. With such a powerful message, dealers like you are able to sell more new cars off of fewer pieces. Plus its budget-friendly price keeps dealership expenses in check.



What does all of this mean to you? It means your dealership will experience an increase in traffic, new units sold and quality trades, courtesy of G&A's Customer Buyback Mailer.

What Kind of Results Have Dealers Seen From the Mailer?

- **Kia Dealer, VT:** 12 new cars sold off of 3,200 pieces.
- **Chevy Dealer, MT:** 15 new cars sold off of 4,719 pieces.
- **Honda Dealer, KY:** 29 new cars sold off of 6,550 pieces.
- **Toyota Dealer, TX:** 31 new cars sold off of 8,000 pieces.
- **Buick Dealer, KY:** 15 new cars sold off of 7,800 pieces.
- **Hyundai Dealer, OH:** 15 new cars sold off of 4,775 pieces

What Does the Mailer Cost?

G&A's Customer Buyback Mailer is **as low as \$0.58 per piece.**

Who Do I Contact for More Information?

Please contact a G&A Marketing advertising representative at **800.688.1370**, or email G&A Marketing at info@gamarketing.com, subject "BUYBACK". Our knowledgeable personnel will be happy to explain the buyback mailer in greater detail, and discuss how this powerful piece could help your store achieve it's sales goals.