

AUTHORIZED



Go Further

AUTHORIZED ENHANCED TRADE-IN EVENT

LAURA, AS THE OWNER OF A 2012 HONDA ACCORD, YOU ARE AUTHORIZED TO CLAIM 115% BLACK BOOK® VALUE FOR YOUR TRADE, EXCLUSIVE SAVINGS ON ALL IN-STOCK MODELS, DOOR-TO-DOOR CAR DELIVERY, COMPLIMENTARY CAR WASHES AND MORE.



NEW FORD
FUSION SE

\$169
PER MO.
36-MO.
LEASE (1)

NEW FORD
ESCAPE SE

\$199
PER MO.
24-MO.
LEASE (2)

NEW FORD
F-150 LIMITED
\$299 PER MO.
36-MO. LEASE (3)

LAURA, YOU COULD WIN

**\$25,000
CASH!**

YOU MAY BE THE LUCKY GRAND PRIZE WINNER. YOU MUST HAVE 4 MATCHING AMOUNTS TO WIN.*



SCRATCH, MATCH
& WIN

IF YOUR AMOUNTS MATCH, CALL NOW:

1-800-251-2496

ENTER YOUR DEALER ID: 012
AND EVENT ID: 345678

OR VISIT YOUR OFFICIAL WEBSITE:

LauraSmith.MyGrandPrize.com/012345678

YOUR GAME PIECE CODE IS: 006698

AUTHORIZED ENHANCED TRADE-IN CARD

POWERED BY *Black Book*®

LAURA SMITH'S
2012 HONDA
ACCORD



BLACK BOOK® VALUE
\$10,587°

AUTHORIZED VALUE
\$12,175

ONLY VALID AT ABC FORD UNTIL SATURDAY AT 6PM

AUTHORIZED

ENHANCED TRADE-IN EVENT

OFFICIAL LOCATION: ABC FORD

123 APPLE STREET • ANYTOWN, US 54321

5 DAYS ONLY: TUESDAY THRU SATURDAY

TUE. THRU FRI: 8AM – 8PM

SAT: 8AM – 6PM

THIS PRIZE GIVEAWAY IS BARCODE PROTECTED.

You must have your barcode verified at the event location.



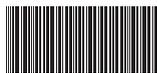
LAURA SMITH ZIP 54321 WINNING NUMBER 602585



**AUTHORIZED ENHANCED TRADE-IN CARD
DO NOT TAMPER WITH OR MUTILATE**

TO ACTIVATE YOUR TRADE-IN CARD, CALL 1-800-251-2496
AND ENTER YOUR DEALER ID: 012 AND EVENT ID: 345678

*Estimated Black Book® market value is based off of average vehicle condition and mileage, equipment and condition of vehicle may affect vehicle value. Copyright ©Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp.



LAURA, YOU COULD WIN \$25,000 CASH!*

**\$25,000
CASH**



**ALL-NEW
IPAD PRO**



**3-DAY/2-NIGHT
VACATION FOR TWO**



**\$250.00
CASH IN HAND**



Go Further

(1) \$1,500 down plus tax, title and license fees due at signing/\$169 per month 36-month lease: New Ford Fusion SE stk#01A MSRP \$27,730. ABC discount \$4,800 and \$2,250 rebate. Lease term is for 36 months, 12,000 miles per year. 15 cents per mile for excess mileage. (2) \$3,300 down plus tax, title and license fees due at signing/\$199 per month 24-month lease: New Ford Escape SE stk#02B MSRP \$24,485. ABC discount \$2,993 and \$1,750 rebate. Lease term is for 24 months, 12,000 miles per year. 15 cents per mile for excess mileage. (3) \$2,500 down plus tax, title and license fees due at signing/\$299 per month 36-month lease: New Ford F-150 stk#03C MSRP \$39,885. ABC discount \$5,434 and \$1,800 rebate. Lease term is for 36 months, 12,000 miles per year. 15 cents per mile for excess mileage. Cannot combine any offers. *If the winning number on your invitation matches the prize board at the dealership you have won one (1) of the following prizes: #1 \$25,000 Cash 1:38,000 #2 All-New iPad Pro retail value \$799 1:38,000. All taxes are the responsibility of the prize winner. #3 3-day, 2-night vacation (1 of 13 Resorts; Retail Value up to \$300) 37,997-38,000 Reservations must be received 60 days in advance of selected travel dates, and a \$50 fully-refundable deposit is required to book the room. Deposits are refunded after travel. Package is transferable and valid for up to 18 months. Holidays excluded. Getaway does not include transportation, hotel taxes, service charges, Florida state sales tax, or gratuities. Must be 21 years of age or older. For more information and complete terms, visit www.NationwideGetaway.com #4 \$250 Cash 1:38,000. Contest begins first event date and ends last event date. Purchase does not increase chance of winning. Contest open to legal US residents age 18 or older with a valid driver's license who received an original mail piece via US mail. Participants agree to all contest rules. Excludes Florida residents. See dealer for complete contest rules. ABC Ford and associates, mail house, associated sponsors or agencies, and their family members and members of same household are ineligible. Addressee must redeem original mail piece in person by close of business on last event date. Any unclaimed prizes will not be awarded. All photos are for illustration purposes only. Vehicles are subject to prior sale. Void where prohibited by law. Printed and distributed by Platinum Plus Printing, LLC. All offers end last event date.

POSTMASTER: TIME SENSITIVE MATERIALS

*****ENR W SS**ROO4

LAURA SMITH
456 APPLE STREET
ANYTOWN, US 54321

S#47

