

Service Reminder for your
2005 JEEP GRAND CHEROKEE

Wizardofoz Chrysler-Jeep
123 Yellow Brick Rd
Landof, OZ 98765-4321
Phone: 111-555-1000
Web: www.Wizardofozautocenter.com



DOROTHY & TOTO OFKANSAS
1234 KANSAS ST
LANDOF, OZ 98765-4321

Notice how certain variable information stands out because it is printed in COLOR, such as the description of the customer's vehicle.

Dear DOROTHY & TOTO:

At **Wizardofoz Auto Center**, we want to ensure that your **2005 GRAND CHEROKEE** continues to operate as intended for many years. Our **Chrysler Five-Star Maintenance** program is designed to make sure your vehicle runs better, lasts longer and holds a higher resale value.

According to our records, you are driving this vehicle approximately **41** miles per day. Based on your driving habits, your vehicle is due to have the following factory-recommended services by **December 24**:

The recommended service is based on actual driving habits

15,000 MILE SERVICE

To schedule an appointment, please call our receptionist at **111-555-1000**.

For your convenience, our service department is open Monday thru Friday from 7:30am to 7:00pm and Saturday 8:00am to 5:00pm. With **Chrysler Five-Star Maintenance**, you are assured that your vehicle is serviced quickly, professionally and at competitive up-front prices. We are a AAA-approved repair center. We use genuine **Chrysler Mopar** parts and our technicians constantly receive factory-certified training to keep up-to-date and to provide you with the very best service for your **2005 JEEP GRAND CHEROKEE**.

Sincerely,
Rick, Michael, Luis & Bill
Your "Wizardofoz Auto Center" Service Professionals
111-555-1000

Notice that even the coupons are personalized with the customer's name

Please note: We also offer a **free shuttle** drop-off service (until 12:00 noon) for our customers within a ten-mile radius of our dealership!
Also ... we are **now open** on **SATURDAYS!**

Wizardofoz Auto Center

Lube, Oil & Filter
Buy 2, Get 3rd FREE
for: **DOROTHY & TOTO OFKANSAS**

Chrysler-Jeep vehicles only.
Please present coupon at time of writeup. One coupon per visit. Valid in the Service Department only. Cannot be used for deductibles. Expires December 24, 2006. May not be combined with other specials. Actual

Free Car Rental
with any 30K, 60K or 90K Service
for: **DOROTHY & TOTO OFKANSAS**

Chrysler-Jeep vehicles only.
Please present coupon at time of writeup. One coupon per visit. Valid in the Service Department only. Cannot be used for deductibles. Expires December 24, 2006. May not be combined with other specials. Actual

Detail Special

Small Car	* Wash & Wax	Large Vehicle
\$159	* Vacuum & Shampoo Carpets	\$189
Regular \$199	* Steam Clean Engine Compartment	Regular \$229

for: **DOROTHY & TOTO**
Expires December 24, 2006. May not be combined with other specials. Actual cash value=1/20c. Valid for most vehicles.

15% Off
Save 15% off any service, up to \$100
for: **DOROTHY & TOTO OFKANSAS**

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