



Important Information Regarding
Your <<year, make, model>>

<<Joe Smith>>
<<22029 39th Avenue SE>>
<<Bellingham, WA 98226>>

PLEASE REVIEW THE FOLLOWING INFORMATION CAREFULLY:

Honda acknowledges the state of the current economy and is responding with a Special First Class Finance Stimulus Package to help owners upgrade their current vehicle and lower their transportation costs. Records indicate that you are driving a <<year, make model>> and Benson Honda, San Antonio's first Honda Dealer has been authorized to upgrade that vehicle regardless of where you purchased it. Appraisers have been given notice to be very generous with their values. Your status qualifies you for this private event. It is by invitation only.

Benson Honda will eliminate new and pre-owned models by reducing interest rates or increasing factory cash back. These are some of the most aggressive incentives ever offered to give you the opportunity to exchange and upgrade your current vehicle.

What does this mean to you? We would like you to upgrade your <<YEAR/MAKE/MODEL>> for a newer vehicle with lower payments and increased warranty. With factory authorized incentives and generous trade-in values, we feel confident that you can make this exchange with little or no out of pocket expense and a monthly payment that fits your budget.

BONUS OFFER: <<Joe Smith>>, during this unique event, if we can't lower your transportation costs on a newer vehicle, **you will receive \$500 in Road Check's for parts and service to be used on your current vehicle. No purchase necessary!**

To receive the highest value for your trade, plus an additional \$1000 trade in assistance voucher go to your personal web page at www.HondaUpgrade.com your access code is **BH63**. Yours may be a vehicle for which we pay full retail.

Please stop by or call **866-576-0208** to schedule a convenient appointment and allow us the opportunity to make you an offer. A visual inspection of your vehicle is required to assess its value. This is a rare and unique event.

Thursday, June 25, 2009	8:30am - 9:00pm
Friday, June 26, 2009	8:30am - 9:00pm
Saturday, June 27, 2009	8:30am - 8:00pm
Monday, June 29, 2009	8:30am - 9:00pm

Special Event Site:

Benson Honda

9100 San Pedro
San Antonio, TX 78216

www.bensonhonda.com

For More Details Please Call: **866-576-0208**

On approval of credit. See dealer for details. One per family. with a valid driver's license. All offers end June 29, 2009. Service Vouchers in the form of discounts off of parts or service not to exceed 20% of total service off of retail.

If we can't get you financed with a payment that fits your budget on one of our vehicles, you will receive

\$500 IN ROAD CHECKS

for parts and service to be used on your current vehicle. No purchase necessary!



Road Checks not to exceed 20% of service at full retail. One voucher per visit. See dealer for complete details.