

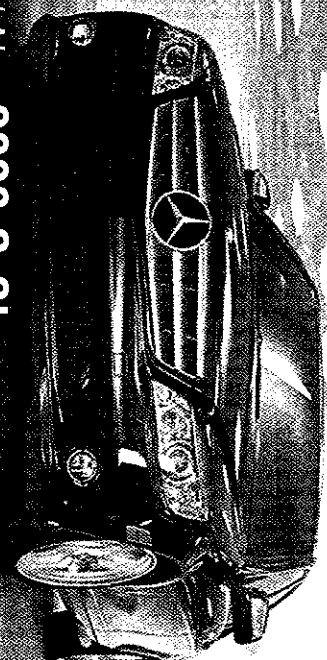
# MERCEDES-BENZ OWNER LOYALTY PROGRAM

## Mercedes-Benz of Alexandria

200 S. Pickett St. • Alexandria, VA 22304

Toll Free: **1-888-518-6391**

All New 2008 C-Class



During 2007, Mercedes-Benz introduced some the most exciting new models in the automotive industry. Mercedes-Benz of Alexandria has the distinction of extending our **MERCEDES-BENZ OWNER LOYALTY PROGRAM** to customers in the Alexandria area! **LOYALTY DOES PAY!** Due to overwhelming sales, we're offering 2007 vehicle discounts on various 2008 models.

Our records indicate that you may own a 2003 Mercedes Benz E500W. If you are still leasing, financing or you own your Mercedes-Benz vehicle outright, you may be eligible to trade in your vehicle and upgrade to a new 2008 Mercedes-Benz car or sport utility, near, at, or even **BELOW YOUR CURRENT MONTHLY PAYMENT.**

This program allows us to offer you:

- **UP TO \$8,000 CUSTOMER LOYALTY INCENTIVE** -- good toward the lease or purchase of a new Mercedes-Benz or certified pre-owned vehicle.
- **FREE 2 YEAR MAINTENANCE PLAN** -- 2 years or 26,000 miles (see dealer for details)
- **WE WILL ABSORB YOUR REMAINING LOAN OR LEASE PAYMENTS**
- **2.9% FINANCING AND \$0 DOWN** -- available on select models subject to credit approval
- **UP TO 15% OVER BLUE BOOK FAIR TRADE-IN VALUE**
- **REDUCED PRICES**

With the Mercedes-Benz Owner Loyalty Program you can **SAVE UP TO \$8,000 OFF MSRP ON SPECIFIC MODELS OR CONSIDERABLE SAVINGS ON VARIOUS OTHER MODELS.** You may be able to **MAINTAIN YOUR CURRENT MONTHLY PAYMENT WHILE DRIVING A BRAND NEW MERCEDES-BENZ!**

This opportunity will be available to you beginning this Thursday, October 18<sup>th</sup> through Monday, October 22<sup>nd</sup>.

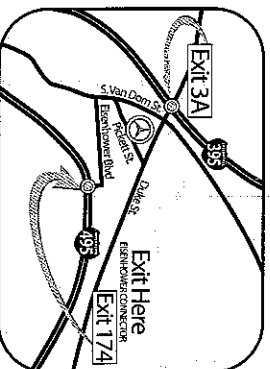
Even if you are not considering the purchase of a new vehicle, please take this opportunity to stop in, and receive a **FREE Car Wash** and **FREE Vehicle Appraisal** with my compliments.

If you have questions or wish to set an appointment, please call toll free 1-888-518-6391 and ask for Travis Snow. Please have your current information available so that we can better assist you.

Sincerely,

*Travis Snow*

General Sales Manager  
Mercedes-Benz of Alexandria

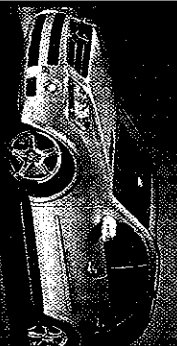
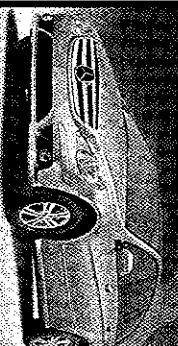
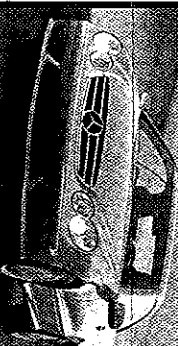


Mercedes-Benz

BUYBACK NOTIFICATION

702437

PERSONAL IDENTIFICATION CODE



# MERCEDES-BENZ OWNER LOYALTY COUPON

OWNER LOYALTY INCENTIVE<sup>®</sup> UP TO **\$8,000**

LIMIT ONE COUPON PER CUSTOMER PER TRANSACTION. MUST BE PRESENTED AT TIME OF ARRIVAL. MUST TAKE DELIVERY FROM DEALER STOCK BY 10/31/07

