

# "It's Summertime Party & Travel Time"

We've set aside a FREE Full Service Oil Change & Lube  
for you to be sure your vehicle doesn't ruin your summertime fun

You're probably wondering why I've sent you this message in a bottle and why I want to give you a Full Service Oil Change & Lube. I'll get right to the point.

You probably know about us up here at [Your Business Name], and frankly, if you've talked to any of our customers I'm darned sure you hear good things about us. I'm really proud of our entire crew and the work we do.

## But again, momma didn't raise no dummy right?

When something sounds too good to be true you need to ask, "What's up? Why does [Your Name] from [Your Business Name] want to give me a Full Service Oil Change & Lube for FREE? Well, I really am going to give you a free full service oil change and lube, and, not only that, I want to give you your choice of a gift worth about \$20.00 for free.

Actually, it's real simple. **Can you imagine how much it cost me to get a new customer?** Just think, I need to advertise here and there and everywhere. And you know that most of that advertising goes right past the people I want to see it. So I figured this message in a bottle would get your attention right away, and I wouldn't have to spend all that money on advertising to people who don't even see it. Then I can pass the savings on to you.

## Plus...

When you come in for you Full Service Oil Change and Lube you'll experience our Make-You-Happy Service, and I'm betting you'll become a life-long customer because each and every time you come in

- Your vehicle will be serviced by **ASE Certified Technicians** with the training and skills to know how to service your vehicle correctly. Today's vehicles are complicated and ASE Certified Technicians assure that your car is serviced by qualified technicians who will **do the job right the first time!**
- Your vehicle will be diagnosed using the most modern **state-of-the-art diagnostic equipment and software**. With cars today, even the best technician can't do the job right without state-of-the-art diagnostic equipment and software.
- You will be served by someone who knows, **YOU ARE THE BOSS**. You give us every pay check we'll ever get, you give us every raise, you provide us with every vacation we'll ever take, you pay our mortgage and you even put the food on our table in our houses, and we are going to do everything we can to be sure you are happy each and every time you come in.

Your Free Full Service Oil Change & Lube will include:

- Oil (Up to 5 quarts)
- Lubricate Chassis

- Lubricate Door Hinges
- Top off Brake Fluid
- Top off Steering Fluid
- Top off Transmission Fluid
- Top off Differential Fluid
- Fill Windshield Washer Fluid
- Wash Exterior Windows
- Clean Wiper Blades
- Wash Interior Windows
- Wipe Down Dash and Console
- Vacuum Interior

## But Wait... Which Gift Worth About \$20.00 Do You Want?

**Choose 1 of These Free Gifts When You Claim Your Free Full Service Lube & Oil Change Before [exp date]**

Even if you just had your oil changed,

call now and we'll be sure your next one is FREE and we'll put aside your gift for you.

**But you must call before [exp date]**



Alex Navarre™ 2pc Pen Set  
\$21.95 Value



All-Weather™ 60" Golf Umbrella  
\$28.95 Value



Maxam® 25pc SAE Tool Set  
\$27.95 Value

Thanks for reading my Message in a Bottle, and remember, the only catch in this offer is that **we expect you to love our You're The Boss service up here at [Your Business Name] so much that you'll become a life-long client.**

Sincerely,

[Your Signature]

[Your Name]

P.S. Call today and schedule your Free Full Service Lube and Oil Change choose your free gift.

**P.P.S. If you don't need an oil change right now just give us a call before [exp date] and we'll be sure your next Full Service Lube and Oil Change is FREE, and we'll put aside your choice of your free gift.**

P.P.S. Remember, your Free Full Service Lube and Oil change includes:

- Oil (Up to 5 quarts)
- Lubricate Chassis
- Lubricate Door Hinges
- Top off Brake Fluid
- Top off Steering Fluid
- Top off Transmission Fluid
- Top off Differential Fluid
- Fill Windshield Washer Fluid
- Wash exterior Windows
- Clean Wiper Blades
- Wash Interior Windows
- Wipe Down Dash and Console
- Vacuum Interior

Insert Shop Logo Here

Insert Address and Phone Here