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**CASH FOR CLUNKERS PROGRAM**  
Immediate Vehicle Upgrade Program

up to \$4,500  
in additional trade

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



**News Flash:**  
Dateline: June, 2009 – Cash for Clunkers Bill Approved.

Lawmakers have proposed and passed a "Cash-for-Clunkers" Bill that would give consumers up to \$4,500 in additional trade in assistance when they upgrade their current vehicle to a more fuel efficient model. The Bill states that ALL vehicles, regardless of their final assembly point, would be eligible. Your <<year, make, model>> qualifies you for this unique event. It is by invitation only!

Honda Motor America acknowledges the positive impact this Bill will have on the economy and is responding with an immediate Vehicle Upgrade Program to assist consumers wishing to reduce their transportation costs while increasing factory warranty and fuel efficiency. In cooperation, the management at Benson Honda has been authorized to upgrade your <<year, make, model>>. Appraisers have been given notice to be very generous with their values while offering one of the largest selections of fuel efficient vehicles with many averaging over 32 miles per gallon, (MPG/EPA).

We would like you to upgrade your <<year, make, model>> for a newer vehicle. With factory authorized incentives, below market financing and the Cash for Clunkers Bill which may give you an additional \$4,500 trade in assistance, we feel confident that you can make this exchange with little or no out of pocket expense while reducing your overall transportation costs.

For more information on this program and to see how much your current vehicle may qualify for under the Cash for Clunkers Bill, go to your personal web page at [www.HondaUpgrade.com](http://www.HondaUpgrade.com). Your access code is XXXX.

Thursday, July 16, 2009	9:00am - 9:00pm
Friday, July 17, 2009	9:00am - 9:00pm
Saturday, July 18, 2009	9:00am - 9:00pm
Monday, July 20, 2009	9:00am - 9:00pm

Special Event Site:  
Benson Honda  
9100 San Pedro  
San Antonio, TX 78216  
[www.bensonhonda.com](http://www.bensonhonda.com)  
For More Details Please Call: 866-576-0208



32 Miles per Gallon (MPG) EPA

\*On approval of credit. See dealer for details. One per family. with a valid driver's license. All offers end July 20, 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.



RECEIVE

**1000 MILES IN PRE-PAID GAS!**



With The Purchase Of Any New or Pre-Owned Car, Truck, Van Or SUV!

Based on 25 miles per gallon at \$2.12 per gallon.