

**B**



Sample,  
treat yourself  
to the good life...

**A**

[my.mbcincy.com/sampleasample42](http://my.mbcincy.com/sampleasample42)

Mercedes-Benz



with a Difference™

**D**

**Sign & Drive**  
2007 C280 4MATIC All Wheel Drive

**\$0** | **\$399\***  
Due at Signing

**C**

Sample,  
treat yourself  
to the good life...

- Complimentary sales service
- Free car washes Monday through Saturday
- Business center offering computers, phones and wireless connections

Dependable assistance

- 24/7 complimentary roadside assistance
- Loaner car while we service your vehicle

Leasing luxury

- Exclusively offering to buy back unused miles on your leasing contract

**A**

Log onto [my.mbcincy.com/sampleasample42](http://my.mbcincy.com/sampleasample42)  
today and start living the good life.

Mercedes-Benz

**E**

SAMPLE A SAMPLE  
123 ANY STREET  
ANY TOWN US 12345  
11111111111111111111

**Customization Opportunities**

- A** Personalized URL
- B** Demographically relevant product offering
- C** Personalized customer first name
- D** Customized offer
- E** Personalized name & address