



You're invited to spend 24 hours with the new Cadillac CTS. No commitments. No cost.

Sample A. Sample
123 Main Street
Anytown, NY 12345

Dear Sample A. Sample,

If offering you the use of a new luxury automobile for 24 hours of going business, consider this: There is nothing about the way which is why we selected you to receive this exclusive invitation to individuals with a sense of adventure to test-drive the CTS. And without commitments.

You don't even have to visit the dealership. We'll deliver this car to you, wherever you want, your home, your workplace, wherever you wish. And during your 24-hour test-drive, we invite you to put the new CTS on your favorite section of country road and see how this responsive vehicle



This could be the beginning of an exciting relationship. If you're open to change. And if you have an adventurous spirit. Because the new CTS is a totally different kind of driver. The driver who enters fully out in front.

The first thing that drives you about CTS is its daring, cutting-edge design. Sleek, soaring definition. Grille and crop delineations, with a low well-placed standard grille. CTS has the look with a V-shaped, craggy—an unapologetic, craggy—on the nose, and the car is

Named highlighting one circuit—have resulted in an extremely responsive, high-performance automobile. CTS's advanced 250-hp V6 engine and standard 5-speed manual transmission can take you from 0-60 in under seven seconds. And its rear-wheel drive and rear stability control, and rear suspension can be perfectly balanced for superior control, even around tight corners.

Buttons for a car that's undeniably fun to drive—made all the more enjoyable by 9 luxurious and emerging interior in which your comfort and road enthusiasm cannot be perfectly balanced.

Success for general why the new CTS? Driver called CTS "the most fun I've ever had" in a car. Call now for more info.

