

Creative Versions

[+ New Creative Version](#)

Buick	BU01	Buick National APR/Cash	Owners/Employee Owners
	BU04	Buick WER Lease	Owners
	BU05	Buick SCR Lease	Owners
Bus Elite	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
Cadillac	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
Chevrolet	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
GMC	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat



Sales Touches



Notifications



[Name]



Sales Touches



[Name]

Notifications

All @You

Thursday March 3rd, 2016

March CSSR Plus Up

March CSSR Plus Up > BU01

Thursday February 27th, 2016

March CSSR Plus Up

Attachments

1721 ST MAR CHV Truck Biz 0209_16.pdf

Epsilon_Creative Request Form - Chevy ST Business March.docx

March CSSR Plus Up

March CSSR Plus Up > BU02

March CSSR Plus Up > CH03

March CSSR Plus Up

Tuesday February 25th, 2016

March CSSR Plus Up

March CSSR Plus Up

March CSSR Plus Up

March CSSR Plus Up

March CSSR Plus Up

March CSSR Plus Up

March CSSR Plus Up

uch

Creative Versions

Schedule

Settings

New Creative Version

Buick National APR/Cash	Owners/Employee Owners
Buick WER Lease	Owners
Buick SCR Lease	Owners
General Description of Creative Version	Some other stat
General Description of Creative Version	Some other stat
General Description of Creative Version	Some other stat
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General Description of Creative Version	Some other stat
General Description of Creative Version	Some other stat

New Checkpoint

Creative Versions

[+ New Creative Version](#)

Buick	BU01	Buick National APR/Cash	Owners/Employee Owners
	BU04	Buick WER Lease	Owners
	BU05	Buick SCR Lease	Owners
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Chevrolet	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
GMC	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat



Sales Touches



Notifications



[Name]



Sales Touches



Notifications



[Name]



Comments

March CSSR Plus Up



[Placeholder text]

Attachments

1721 ST MAR CHV Truck Biz 0209_16.pdf

Epsilon_Creative Request Form - Chevy ST Business March.docx

March CSSR Plus Up



[Placeholder text]

Attach a file

Add Comments



Sales Touches



Notifications



[Name]

Settings

Name

Status

Open Closed

Included Brands

- Buick
- Bus Elite
- Cadillac
- Chevrolet
- GMC

Save

Creative Versions

[+ New Creative Version](#)

Buick	BU01	Buick National APR/Cash	Owners/Employee Owners
	BU04	Buick WER Lease	Owners
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	CV##	General Description of Creative Version	Some other stat
Chevrolet	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
GMC	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat



Sales Touches



Notifications



[Name]



Sales Touches



Notifications



[Name]

Edit

Details

Creative Code

BU01

Offer Description

Buick National APR/Cash

Audience

Owners / Employee Owners / Conquest / Winbacks / Employee Winbacks

Sales Offer

National Offers

Offer Dates

3/1-3/31

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Lease Offers

InDesign Document

InDesign Version Script

Related Files

1721 ST MAR CHV Truck Biz 0209_16.pdf

Epsilon_Creative Request Form - Chevy ST Business March.docx



Sales Touches



Notifications

Details (edit)

Creative Code

Buick ▼

01

Offer Description

Buick National APR/Cash

Audience

Owners / Employee Owners / Conquest / Winbacks / Employee Winbacks

Sales Offer

National Offers

Offer Dates

3/1/2016 - 3/31/2016

Sales Offer Type

Placeholder text

Video Creative Code

Placeholder text

Bonus Tag Pricing

Placeholder text

Supplier Opt Out

Yes No

Lease Offers

Placeholder text

InDesign Document

Placeholder text

InDesign Version Script

Placeholder text



[Name]



Sales Touches



Notifications

Sales Offer

National Offers

Offer Dates

3/1/2016 - 3/31/2016

Sales Offer Type

Special Offer - National

Video Creative Code

Special Offer

Bonus Tag Pricing

Special Offer

Supplier Opt Out

Yes No

Lease Offers

Special Offer

InDesign Document

Special Offer - National

InDesign Version Script

Special Offer - National

Related Files

1721 ST MAR CHV Truck Biz 0209_16.pdf

Epsilon_Creative Request Form - Chevy ST Business March.docx

Add File

Cancel Creative Version

Yes No

Save

or Cancel



[Name]



Sales Touches



Notifications



[Name]

Edit

Details

Creative Code

BU01

Offer Description

Buick National APR/Cash

Audience

Owners / Employee Owners / Conquest / Winbacks / Employee Winbacks

Sales Offer

National Offers

Offer Dates

3/1-3/31

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Lease Offers

InDesign Document

InDesign Version Script

Related Files

1721 ST MAR CHV Truck Biz 0209_16.pdf

Epsilon_Creative Request Form - Chevy ST Business March.docx



Sales Touches



Notifications



[Name]

Offers

+ Add Offer

Edit

Vehicle	Vehicle Trim	MSRP
2016 Enclave	N/A	N/A

Type and Terms
APR Finance, Cash Allowance
 0% APR for 60 months
 ----OR----
 750 Cash Allowance

Description
see above

Conditions
see above

Disclaimer
 1. Monthly payment is \$16.67 for every \$1,000 you finance. Example down payment: 12.1%. Some customers will not qualify. Take delivery by 3/31/2016. See dealer for details. 2. Not available with lease, special finance and some other offers Take delivery by 3/31/2016 See dealer for details.

Vehicle	Vehicle Trim	MSRP
2015 Encore	N/A	N/A

Edit

Type and Terms
APR Finance, Cash Allowance
 0% APR for 60 months
 ----OR----
 2500 Cash Allowance

Description
see above

Conditions
see above

Disclaimer
 1. Monthly payment is \$16.67 for every \$1,000 you finance. Example down payment: 16.6%- Some customers will not qualify. Take delivery by 3/31/2016. See dealer for details. 2. Not available with leases ond some other offers. Take delivery by 3/31/2016. Sec dealer for details.

Offers

Add Offer

Vehicle 2016 Enclave	Vehicle Trim N/A	MSRP N/A	Edit
Vehicle 2015 Encore	Vehicle Trim N/A	MSRP N/A	Edit
Vehicle 2016 Lacrosse	Vehicle Trim N/A	MSRP N/A	Edit
Vehicle 2016 Regal	Vehicle Trim N/A	MSRP N/A	Edit
Vehicle 2016 Verano	Vehicle Trim N/A	MSRP N/A	Edit



Sales Touches



Notifications



[Name]

Offers

+ Add Offer

Vehicle	Vehicle Trim	MSRP	
> 2016 Enclave	N/A	N/A	Edit

Vehicle	Vehicle Trim	MSRP	
▼ 2015 Encore	N/A	N/A	Edit

Type and Terms

APR Finance, Cash Allowance

0% APR for 60 months

---OR---

2500 Cash Allowance

Description

see above

Conditions

see above

Disclaimer

1. Monthly payment is \$16.67 for every \$1,000 you finance. Example down payment: 16.6%- Some customers will not qualify. Take delivery by 3/31/2016. See dealer for details. 2. Not available with leases and some other offers. Take delivery by 3/31/2016. See dealer for details.

Vehicle	Vehicle Trim	MSRP	
> 2016 Lacrosse	N/A	N/A	Edit

Vehicle	Vehicle Trim	MSRP	
> 2016 Regal	N/A	N/A	Edit

Vehicle	Vehicle Trim	MSRP	
> 2016 Verano	N/A	N/A	Edit



Sales Touches



Notifications



[Name]



Sales Touches



Notifications



[Name]

Panels

+ Add Panel

Name

Exterior Cover Panel

Edit

Content

Placeholder content for Exterior Cover Panel

Placeholder content for Exterior Cover Panel

Placeholder content for Exterior Cover Panel

Name

Exterior Mail Panel

Edit

Content

Placeholder content for Exterior Mail Panel

Placeholder content for Exterior Mail Panel

Placeholder content for Exterior Mail Panel



Sales Touches



Notifications

Panels (Edit)

Name

Exterior Cover Panel

Content

Placeholder content for the panel content area.

Save

or Cancel



[Name]



Sales Touches



Notifications



[Name]

Panels

+ Add Panel

Name

Exterior Cover Panel

Edit

Content

Placeholder text for Exterior Cover Panel content block 1

Placeholder text for Exterior Cover Panel content block 2

Placeholder text for Exterior Cover Panel content block 3

Name

Exterior Mail Panel

Edit

Content

Placeholder text for Exterior Mail Panel content block 1

Placeholder text for Exterior Mail Panel content block 2

Placeholder text for Exterior Mail Panel content block 3

Model	APR	Term	Additional Offer
2015 ENCORE	0% APR	5 YEARS	\$2,500 BONUS CASH
2016 ENCLAVE	0% APR	5 YEARS	\$750 CASH
2016 LACROSSE	2.9% APR	4 YEARS	\$500 BONUS CASH
2016 REGAL	3.9% APR	5 YEARS	\$500 BONUS CASH
2016 VERANO	3.9% APR	5 YEARS	\$500 BONUS CASH

- 1
- 2
- 3

WELCOME TO THE NEW SIDE OF LUXURY.

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and returning 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Encore or stylish Encore crossover.¹

Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable Internet access on the go
- Connected by OnStar³

BUICK

BUICK MARCH MADNESS

ATTRACTION OFFERS INSIDE

INTRODUCING THE ALL-NEW 2016 CASCADA

BUICK

Version

#2

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Creative Version – Generate a Preview

 <p>2015 ENCLAVE</p> <p>BUICK</p> <p>0% APR 5 YEARS OR \$2,500 BONUS CASH*</p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR 5 YEARS OR \$750 CASH**</p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR 4 YEARS OR \$500 BONUS CASH*</p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR 5 YEARS OR \$500 BONUS CASH*</p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR 5 YEARS OR \$500 BONUS CASH*</p>
---	--	---	---	--

- 1
- 2
- 3

WELCOME TO THE NEW SIDE OF LUXURY.

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and returning 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Enclave or stylish Encore crossover.¹


Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.


- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable Internet access on the go
- Connected by OnStar³

BUICK



BUICK MARCH MADNESS

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

Version

#2

Download

Add Comment

- 1
- 2
- 3

WELCOME TO THE NEW SIDE OF LUXURY

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on over 2000 and returning 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse or stylish Encore crossover.¹

Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable internet access on the go
- Connected by OnStar³

BUICK

* Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Your network may charge extra. Speed and system dependent on 4G LTE service.

BUICK MARCH MADNESS

INTRODUCING THE ALL-NEW 2016 CASCADA

Version

#2

#1

Generate new preview

Download Add Comment

2015 ENCORE
 BUICK
 0% APR for 5 YEARS* PLUS \$2,500 BONUS CASH

2016 ENCLAVE
 BUICK
 0% APR for 5 YEARS* OR \$750 CASH

2016 LACROSSE
 BUICK
 2.9% APR for 4 YEARS* PLUS \$500 BONUS CASH

2016 REGAL
 BUICK
 3.9% APR for 5 YEARS* PLUS \$500 BONUS CASH

2016 VERANO
 BUICK
 3.9% APR for 5 YEARS* PLUS \$500 BONUS CASH

*Monthly payment \$100 for every \$1,000 financed. Example down payment 10%. Some customers will not qualify. See dealer for details. †Not available with lease and certain offers. See dealer for details.

- 1
- 2
- 3

WELCOME TO THE NEW SIDE OF LUXURY

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and remaining 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Enclave or stylish Encore crossover.[†]

Check out the enclosed offers or contact us to discover Buick March Madness[®] event offers.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable internet access on the go
- Connected by OnStar[®]

BUICK

* Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Your network is managed by Sprint and subject to carrier's 4G LTE service.

BUICK MARCH MADNESS

INTRODUCING THE ALL-NEW 2016 CASCADA

ATTRACTION OFFERS INSIDE

Version

#2

#1

Generate new preview

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Sales Touches



Notifications



[Name]

Generate New Preview

File

something/path/file.indd ▼

Layers

- Top Common
- BU01 Layer
- BU02 Layer
- BU05 Layer
- Bottom Common

Generate

Sales Touches

Notifications

Generating

Version #3

Download Add Comment

[Name]

 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ FOR LEASERS² PLUS \$2,500 BONUS CASH³</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease or vehicle wrap. See dealer for details. 3. \$2,500 bonus cash.</small></p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$750 cash.</small></p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$500 bonus cash.</small></p>
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WELCOME TO THE NEW SIDE OF LUXURY.

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and returning 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Encore or stylish Encore crossover.¹

Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

1. MSRP and March Madness offer represent trademarks of the National Collegiate Athletic Association. 2. MSRP and March Madness offer represent trademarks of the National Collegiate Athletic Association.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable internet access on the go
- Connected by OnStar¹

BUICK

1. Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Not available for coverage map, speed and speed restrictions. See dealer for details.

FOR BUICK 2015 + REBUILDING: APR 2015

BUICK MARCH MADNESS



APPROVED BY ONSTAR

ATTRACTIVE OFFERS INSIDE.

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

Version

#3

Download

Add Comment

Creative Version – Add a Comment

 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ FOR LEASERS² PLUS \$2,500 BONUS CASH³</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease or vehicle wrap. See dealer for details. 3. \$2,500 bonus cash.</small></p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$750 cash bonus.</small></p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$162.19 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. Includes 100 miles. See dealer for details. 2. Not available with lease, special finance and some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$18.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. Includes 100 miles. See dealer for details. 2. Not available with lease or some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$18.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Some customers will not qualify. Includes 100 miles. See dealer for details. 2. Not available with lease or some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>
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- Reliable Internet access on the go
- Connected by OnStar¹

BUICK

1. Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Not available for coverage map, speed and speed limitations. Includes 1GB of storage.

BUICK MARCH MADNESS



MSRP \$16,999

ATTRACTIVE OFFERS INSIDE.

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

Version

#3

Download Add Comment

 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ FOR LEASERS² PLUS \$2,500 BONUS CASH³</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease or other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$12.19 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$18.97 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$18.97 for every \$1,000 you finance. Example: Finance down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>
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- Fast, easy, powerful
- Reliable Internet access on the go
- Connected by OnStar²

BUICK

1. Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Not available for coverage map, speed and speed restrictions. See dealer for details.

FOR BUICK 2015 + 2016 MODEL YEAR 2015

BUICK MARCH MADNESS



APPROVED FOR FINANCING

ATTRACTION OFFERS INSIDE.

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ FOR LEASERS² PLUS \$2,500 BONUS CASH³</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Same payment and term apply. Term: 60 months. See dealer for details. 2. Not available with lease and certain other offers. See dealer for details. 3. \$2,500 bonus cash.</small></p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Same payment and term apply. Term: 60 months. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. \$750 cash.</small></p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$102.19 for every \$1,000 you finance. Example: Finance down payment: 10%. Same payment and term apply. Includes 100 miles. See dealer for details. 2. Not available with lease and some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$124.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Same payment and term apply. Includes 100 miles. See dealer for details. 2. Not available with lease and some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$124.97 for every \$1,000 you finance. Example: Finance down payment: 0%. Same payment and term apply. Includes 100 miles. See dealer for details. 2. Not available with lease and some other offers. Includes 100 miles. See dealer for details. 3. \$500 bonus cash.</small></p>
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WELCOME TO THE NEW SIDE OF LUXURY.

Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and returning 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Encore or stylish Encore crossover.¹

Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

All Buick and March Madness offers represent trademarks of the National Collegiate Athletic Association. ©2015 Buick Finance. Your mileage may vary. See dealer for details.

4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable Internet access on the go
- Connected by OnStar¹

BUICK

1. Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Your mileage may vary. See dealer for details.

FOR BUICK 2015 + REBUILDING, WE'VE GOT YOU COVERED.

BUICK MARCH MADNESS



PROVIDED BY ONSTAR

ATTRACTIVE OFFERS INSIDE.

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

Version

#3

Download Add Comment

2015 ENCORE
BUICK
0% APR FOR 5 YEARS PLUS \$2,500 BONUS CASH

2016 ENCLAVE
BUICK
0% APR FOR 5 YEARS OR \$750 CUSTOMER CASH

2016 LACROSSE
BUICK
2.9% APR FOR 4 YEARS PLUS \$500 BONUS CASH

2016 REGAL
BUICK
3.9% APR FOR 5 YEARS PLUS \$500 BONUS CASH

2016 VERANO
BUICK
3.9% APR FOR 5 YEARS PLUS \$500 BONUS CASH

WELCOME TO THE NEW SIDE OF LUXURY.
Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and remaining 2015 Buick models.

Available 4G LTE
connects

- Great 4G LTE
- Support
- Fast, easy
- Reliable
- Connect

THE ALL-NEW 2016 CASCADA

Add Comment

Comment

Attach a file

Save or Cancel

Version #3

Download Add Comment

Sales Touches

Notifications

[Name]

The advertisement features five Buick models: 2015 ENVOIE, 2016 ENCLAVE, 2016 LACROSSE, 2016 REGAL, and 2016 VERANO. Each model is accompanied by a Buick logo and financing details:

- 2015 ENVOIE:** 0% APR FOR 5 YEARS¹ PLUS \$2,500 BONUS CASH²
- 2016 ENCLAVE:** 0% APR FOR 5 YEARS¹ OR \$750 CASH²
- 2016 LACROSSE:** 2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²
- 2016 REGAL:** 3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²
- 2016 VERANO:** 3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²

Below the cars, there is a section titled "WELCOME TO THE NEW SIDE OF LUXURY" and another for "THE ALL-NEW 2016 CASCADA".

Add Comment

Comment

Some sort of comment.

Attach a file

Save or Cancel

Version #3

Download Add Comment

 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ PLUS \$2,500 BONUS CASH²</p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p>
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WELCOME TO THE NEW SIDE OF LUXURY.

Luxurious vehicles. Atmospheric offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and remaining 2015 Buick models.

If you haven't had a chance to see the latest from Buick, now is a great time. Take your expectations for a ride in the responsive Regal Turbo or the beautifully crafted LaCrosse. Experience the unparalleled luxury of Verano. Enjoy the comfort of Encore or stylish Encore crossover.³ Check out the enclosed offers or contact us to discover Buick March Madness!⁴ Even offers.

Available 4G LTE connects

- Great 4G
- Support
- Fast, easy
- Reliable
- Connect

Version #3

Add Comment

Comment

Some sort of comment. Directed @A

@Almond Loh

@Amy Schmidt

@Andrew Parnell

@Angela Naseef

@Ariel Cuenca

THE ALL-NEW 2016 CASCADA



Sales Touches

Notifications

[Name]

2015 ENCORE
BUICK
0% APR FOR 5 YEARS FOR QUALIFIED BUYERS PLUS \$2,500 BONUS CASH

2016 ENCLAVE
BUICK
0% APR FOR 5 YEARS OR \$750 CASH

2016 LACROSSE
BUICK
2.9% APR FOR 4 YEARS PLUS \$500 BONUS CASH

2016 REGAL
BUICK
3.9% APR FOR 5 YEARS PLUS \$500 BONUS CASH

2016 VERANO
BUICK
3.9% APR FOR 5 YEARS PLUS \$500 BONUS CASH

WELCOME TO THE NEW SIDE OF LUXURY.
Luxurious vehicles. Attractive offers. You'll find it all going on right now at our Buick dealerships. That includes a variety of offers on new 2016 and remaining 2015 Buick models.

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Available & connects

- Great
- Support
- Fast, easy
- Reliable
- Connect

1. Requires a compatible mobile device and internet access. See dealer for details. ©2015 Buick. All rights reserved.

Version #3

Download Add Comment

Add Comment

Comment

Some sort of comment. Directed @[Andrew Parnell](#)

Attach a file

Save or Cancel



 <p>2015 ENCORE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ FOR LEASES² PLUS \$2,500 BONUS CASH³</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease and certain other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 ENCLAVE</p> <p>BUICK</p> <p>0% APR FOR 5 YEARS¹ OR \$750 CASH²</p> <p><small>1. Monthly payment \$16.97 for every \$1,000 you finance. Example down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 LACROSSE</p> <p>BUICK</p> <p>2.9% APR FOR 4 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$162.19 for every \$10,000 you finance. Example down payment: 10%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 REGAL</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$184.97 for every \$10,000 you finance. Example down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>	 <p>2016 VERANO</p> <p>BUICK</p> <p>3.9% APR FOR 5 YEARS¹ PLUS \$500 BONUS CASH²</p> <p><small>1. Monthly payment \$184.97 for every \$10,000 you finance. Example down payment: 0%. Some customers will not qualify. See dealer for details. 2. Not available with lease, special finance and some other offers. See dealer for details. 3. See dealer for details.</small></p>
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1 Some sort of comment. Directed @Andrew Parnell

WELCOME TO THE NEW SIDE OF LUXURY.

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Check out the enclosed offers or contact us to discover Buick March Madness² event offers.

1. MSRP and March Madness are registered trademarks of the National Collegiate Athletic Association. 2. See dealer for details. Offer subject to change and ends 3/31/16.


4G WI-FI

Available 4G Wi-Fi* hotspot keeps you connected on most Buick vehicles.

- Great signal quality and bandwidth
- Supports up to 7 devices simultaneously
- Fast, easy, powerful
- Reliable Internet access on the go
- Connected by OnStar¹

BUICK

1. Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in some areas. Not available for coverage map, speed and speed restrictions. See dealer for details.




BUICK MARCH MADNESS

1

ATTRACTIVE OFFERS INSIDE.

INTRODUCING THE ALL-NEW 2016 CASCADA



BUICK

Version #3

Download Add Comment

Open Sales Touch

Creative Versions

[+ New Creative Version](#)

Buick	BU01	Buick National APR/Cash	Owners/Employee Owners
	BU04	Buick WER Lease	Owners
	BU05	Buick SCR Lease	Owners
Bus Elite	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
Cadillac	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
Chevrolet	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
GMC	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat
	CV##	General Description of Creative Version	Some other stat

Sales Touches

Notifications

[Name]



Open Sales Touches

March CSSR Plus Up

+ New Sales Touch

Closed Sales Touches

January Sales Touch

November 2015 Sales Touch



Notifications



[Name]

+ New Creative Version

Buick National APR/Cash	Owners/Employee Owners
Buick WER Lease	Owners
Buick SCR Lease	Owners
General Description of Creative Version	Some other stat
General Description of Creative Version	Some other stat
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General Description of Creative Version	Some other stat

+ New Checkpoint



Sales Touches

Open Sales Touches

March CSSR Plus Up

Closed Sales Touches

January Sales Touch

November 2015 Sales Touch



Notifications



[Name]

Touch

Creative Versions

Schedule

Settings

New Creative Version

Buick National APR/Cash	Owners/Employee Owners
Buick WER Lease	Owners
Buick SCR Lease	Owners
General Description of Creative Version	Some other stat
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General Description of Creative Version	Some other stat

New Checkpoint



Sales Touches

Open Sales Touches

March CSSR Plus Up

May Sample Campaign +

Closed Sales Touches

January Sales Touch

November 2015 Sales Touch



Notifications



[Name]

Touch

Creative Versions

Schedule

Settings

New Creative Version

Buick National APR/Cash	Owners/Employee Owners
Buick WER Lease	Owners
Buick SCR Lease	Owners
General Description of Creative Version	Some other stat
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General Description of Creative Version	Some other stat
General Description of Creative Version	Some other stat

New Checkpoint



Sales Touches



Notifications



[Name]

May Sample Campaign

 **Creative Versions**

 Schedule

 Comments

 Settings

Creative Versions

 New Creative Version

No Creative Versions.

Add Creative Version



Sales Touches



Notifications



[Name]

May Sample Campaign

 **Creative Versions**

 Schedule

 Comments

 Settings

Creative Versions

 New Creative Version

No Creative Versions.



Sales Touches



Notifications



[Name]

New Creative Version

Creative Code

Select a Brand ▼

Offer Description

Audience

Sales Offer

Offer Dates

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Yes No

Lease Offers

InDesign Document

InDesign Version Script



Sales Touches



Notifications



[Name]

New Creative Version

Creative Code

Offer Description

Audience

Sales Offer

Offer Dates

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Yes No

Lease Offers

InDesign Document

InDesign Version Script



Sales Touches



Notifications

Offer Description

Audience

Sales Offer

National Offers

Offer Dates

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Yes No

Lease Offers

InDesign Document

InDesign Version Script

Related Files

Save

or [Cancel](#)



[Name]



Sales Touches



Notifications



[Name]

Details

Edit

Creative Code

BU01

Offer Description

Buick National APR/Cash

Audience

Sales Offer

National Offers

Offer Dates

Sales Offer Type

Video Creative Code

Bonus Tag Pricing

Supplier Opt Out

Lease Offers

InDesign Document

InDesign Version Script

Related Files



Sales Touches



Notifications



[Name]

Offers

Add Offer

No Offers.



Sales Touches



Notifications

New Offer

Vehicle

Vehicle Trim

MSRP

Type and Terms

- APR Finance Lease Cash Allowance Warranty Math Stack

Description

Conditions

Disclaimer

or [Cancel](#)



[Name]



Sales Touches



Notifications

New Offer

Vehicle

Vehicle Trim

MSRP

Type and Terms

APR Finance

% APR for

months

Remove

- APR Finance
- Lease
- Cash Allowance
- Warranty
- Math Stack

Description

Conditions

Disclaimer

or [Cancel](#)



[Name]



Sales Touches



Notifications



[Name]

New Offer

Vehicle

Vehicle Trim

MSRP

Type and Terms

APR Finance

% APR for months

Remove

OR AND

Allowance

Remove

APR Finance Lease Allowance Warranty

Description

Conditions

Disclaimer



Sales Touches



Notifications

Offers

+ Add Offer

Edit

Vehicle	Vehicle Trim	MSRP
2016 Enclave	N/A	N/A

Type and Terms

APR Finance, Cash Allowance

0% APR for 60 months

---OR---

750 Cash Allowance

Description

see comment

Conditions

see comment

Disclaimer

1. Monthly payment is \$16.67 for every \$1,000 you finance. Example down payment: 12.1%. Some customers will not qualify. Take delivery by 3/31/2016. See dealer for details. 2. Not available with lease, special finance and some other offers Take delivery by 3/31/2016 See dealer for details.



[Name]