



*A Special Offer for
VALUE RENT-A-CAR
customers...*



We feature fine
FORD MOTOR CARS.

Mr. Vincent Deruvo
5 Sasore Ln
Yonkers, NY 10710

Code #Y9NY

September 22, 1989

Dear Mr. Deruvo:

Planning to travel more than once during the next two years?

If so, you are eligible to receive a special money-saving offer from VALUE RENT-A-CAR.

It's the "Advance Purchase Discount Program".

And here's how it works:

For a limited time, you can purchase a book of coupons, each good for one week's rental of an economy, mid-size, full-size, or luxury car. The coupons can be used at any of VALUE's 19 Florida locations - or any other VALUE RENT-A-CAR location nationwide. The coupons are good for 2 years from date of issue. And unused coupons may be returned for a refund (see back of order form for details).

What's the benefit of buying these coupons in advance? There are two:

First, the coupons are heavily discounted.

Second, by prepaying for car rentals now, you protect yourself against future rate increases.


If you travel a lot, you know that car rental rates are steadily rising -- and that prepaying now while rates are low makes good economic sense.

ONE WEEK'S CAR RENTAL -- NOW ONLY \$59.07!

Buy a coupon book of 1, 4, 8, or 12 coupons now. And rent a brand-new Ford from VALUE for as little as \$59.07 per week with free unlimited mileage. You can't beat that rate. Anywhere.

PLUS: Buy 12 coupons now and get an extra coupon good for one week's rental absolutely FREE!

(over, please)

 For reservations or information call toll-free 800-GO-VALUE (800-468-2583)

But please note: Our supply of Advance Purchase Coupon Booklets is limited. For this reason, I urge you to order your coupons today -- by mailing the enclosed Order Form or calling toll-free 800-GO-VALUE (800-468-2583).

THE LOWEST RATES -- GUARANTEED.

Why do smart travelers nationwide prefer VALUE RENT-A-CAR when they visit Florida and our other VALUE locations nationwide?

Simply because our rates are the lowest of any car rental company serving these areas.

Lower than Alamo (phone 800-327-9633).

Lower than Avis (800-331-1212).

Lower than Hertz (800-654-3131).

Lower than National (800-328-4567).

Lower than Dollar (800-421-6868) and Budget (800-527-0700), too.

But -- don't take my word for it.

Instead, call us at 800-GO-VALUE. Then call our competitors. And compare.

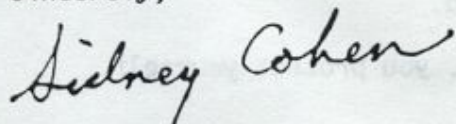
You'll quickly discover that VALUE can save you from \$20 to \$60 a week or more when you rent an economy, mid-size, full-size, or luxury car. Our entire fleet of new Fords comes equipped with air conditioning, AM/FM stereo, and unlimited mileage.

You also get VALUE's "value-added" service at no extra cost. Like express check-in and check-out. With your car brought right to the door to save you time. (We even carry your luggage for you!)

And now, the best value in car rentals is even better. Because with our Advance Purchase Discount Program, you pay even less than our already low rates . . . and you lock-in these bargain prices for all your car rentals for the next two years.

But hurry. Availability of these special Discount Coupon Books is limited. (This offer expires November 15, 1989.)


Sincerely,



Sidney Cohen, President

P.S. To order your Coupon Booklets by phone, call toll-free 800-GO-VALUE (800-468-2583). Or, to order by mail, use the convenient Advance Purchase Order Form and reply envelope enclosed. When you order by telephone, please read off the four digit program code next to your name at the top of the first page of this letter.

P.P.S. In addition to 19 Florida locations, VALUE RENT-A-CAR Advance Purchase Discount Program coupons can be used to rent cars in Las Vegas, Phoenix, Tucson, Denver, New Orleans, Baltimore, Washington DC. and Atlanta, too.

 For reservations or information call toll-free 800-GO-VALUE (800-468-2583)

Use this form to order your Advance Purchase Discount Program
booklets today!

SPECIAL BONUS! Order a 12-coupon booklet by 10/31/89 and get a 13th coupon
(good for one additional week's car rental) absolutely FREE!

Check the type of car and number of coupons you want:

ECONOMY CAR (Escort or similar)

- 1 COUPON. 1 week prepaid car rental. \$79 per week. Total: \$79.
- 4 COUPONS. 4 weeks prepaid car rental. \$74 per week. Total: \$296.
- 8 COUPONS. 8 weeks prepaid car rental. \$68 per week. Total: \$544.
- 12 COUPONS. 12 weeks prepaid car rental. \$64 per week. Total: \$768.
[Free 13th coupon reduces effective weekly rate to \$59.07]

MID-SIZE CAR (Tempo or similar)

- 1 COUPON. 1 week prepaid car rental. \$119 per week. Total: \$119.
- 4 COUPONS. 4 weeks prepaid car rental. \$116 per week. Total: \$464.
- 8 COUPONS. 8 weeks prepaid car rental. \$106 per week. Total: \$848.
- 12 COUPONS. 12 weeks prepaid car rental. \$96 per week. Total: \$1,152.
[Free 13th coupon reduces effective weekly rate to \$88.62]

FULL-SIZE CAR (Taurus or similar)

- 1 COUPON. 1 week prepaid car rental. \$144 per week. Total: \$144.
- 4 COUPONS. 4 weeks prepaid car rental. \$138 per week. Total: \$552.
- 8 COUPONS. 8 weeks prepaid car rental. \$132 per week. Total: \$1,056.
- 12 COUPONS. 12 weeks prepaid car rental. \$128 per week. Total: \$1,536.
[Free 13th coupon reduces effective weekly rate to \$118.15]

LUXURY CAR (Lincoln Town Car or similar)

- 1 COUPON. 1 week prepaid car rental. \$208 per week. Total: \$208.
- 4 COUPONS. 4 weeks prepaid car rental. \$198 per week. Total: \$792.
- 8 COUPONS. 8 weeks prepaid car rental. \$188 per week. Total: \$1,504.
- 12 COUPONS. 12 weeks prepaid car rental. \$178 per week. Total: \$2,136.
[Free 13th coupon reduces effective weekly rate to \$164.31]

(Over Please)



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My check for \$ _____ is enclosed.

Please bill my credit card: American Express MasterCard/Visa

Diners Club Carte Blanche Enroute Optima

Card # _____ Expiration Date _____

Signature _____

Telephone _____


Please correct name and address if different from the name and address on your credit card . . .

Mr. Vincent Deruvo Code #Y9NY
5 Sasore Ln
Yonkers, NY 10710

 **TO ORDER BY TELEPHONE, CALL TOLL-FREE 800-GO-VALUE (800-468-2583)**

Terms and Conditions:

1. Coupons are transferable and valid two years from date of issue.
2. MONEY-BACK GUARANTEE: Unused coupons after two years are fully refundable on a prorated basis and must be redeemed within 3 months of the expiration date.
3. Driver's license and credit card necessary at time of rental. Driver's license must be in same name as credit card.
4. Normal rental requirements apply. Must be 21 or older.
5. Advanced booking required at least 24 hours before rental (and can be made up to 364 days prior to rental). 7-day advance reservations suggested for peak holiday periods.
6. Rental allowed on any day.
7. Reservations can be accepted for up to 12 weeks of rental.
8. Changes and cancellations are allowed without penalty if made prior to rental.
9. Airport fees, tax, fuel charges, drop charges, and optional purchases are not included.
10. Each coupon can be used for a week or less rental.

 **Want more information on VALUE's Advance Purchase Discount Program?
Call toll-free 800-GO-VALUE (800-468-2583).**