

Customer Center
P.O. Box 80082
Salinas, CA 95912-0082

Jim Feldman
154 Martlingale Apt. K-1
Tarrytown, NY 10591

With \$XXX in GM Card Earnings, and an additional \$XXX for being a privileged cardmember, you can drive away in a 1997 Pontiac® Bonneville® in no time.



Dear Jim Feldman:

You enjoy driving your Pontiac Bonneville. The luxury, the command over the road, the powerful engine all make the driving experience exciting. If you were to buy or lease a new car, you'd look for that same excitement.

Because you're a privileged GM Cardmember, it's never been easier to experience the new 1997 Bonneville.

Turn your Earnings into power.

Currently, you have a total of \$XXX in GM Card Earnings. And now couldn't be a better time to use those Earnings. Because if you purchase or lease a 1997 Bonneville by May 5, 1997, we'll give you an additional \$XXX in Earnings, which increases your account amount to \$XXX. These additional Earnings can be combined with any other incentives currently available on Bonneville, and they are our way of saying thank you for being a GM Cardmember and a Bonneville owner. If you would like to confirm your total amount of Earnings, please call 1-800-947-1000 today.

The bold alternative to traditional luxury cars.

The 1997 Bonneville is like no other car on the road today. Its available 240-horsepower engine, fully independent suspension and 4-speed automatic transmission provide power and performance that respond to the driver.

Add to that a premium driver-oriented cockpit that includes available 12-way power adjustable leather seating areas, Head-Up Display and an all-new 8-speaker Delco/Bose sound system (available in SSE® and SSEi® models only) — and you've got one aggressive sport sedan. It's no wonder J.D. Power and Associates ranked the 1997 Pontiac Bonneville the "Most Appealing Premium Midsize Car."*

Drive one of the world's most powerful sport sedans.

The 1997 Bonneville gives you the performance you demand, along with the comfort and sleek styling you desire. It's a bold alternative to traditional luxury cars. To experience the excitement of driving a new 1997 Bonneville, just bring the attached certificate to your nearest Pontiac dealer.

Sincerely,

Roy Pikus
General Director
Automotive Sales and Marketing
GM Card Operations

El Schlesinger
Pontiac-GMC
General Sales and Service Manager

P.S. If you would like to confirm your total amount of Earnings, please call 1-800-947-1000. Then bring your certificate to your nearest Pontiac dealer and use your Earnings to drive away in a 1997 Pontiac Bonneville.