[DATE]

[ORGANIZATION]

[CONTACT NAME]

[ADDRESS]

Re: [SUBJECT]

Dear [NAME],

All Traffic Solutions (ATS) is the premier manufacturer of portable radar speed displays, variable message signs, and speed and message trailers.

Customers choose our solutions because they are:

* **Extremely durable and reliable** – with over 10,000 signs deployed nationwide, most are still in use today
* **Made in the USA** at our facility in State College, PA since the year 2000!
* **Cloud-connected** – Change sign messages, monitor battery levels, download ready-made traffic data reports, and more via a secure online portal to save time
* **The most portable and easy-to-use** **options** available on the market
* **Backed by US-based customer support** and industry-leading warranty plans

[CLOSING CALL-TO-ACTION]