

[Bank Name]
[Branch Address]
[City, State, Zip Code]
[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Dear [Customer Name],

Subject: Exclusive Upgrade to Your New Premium Contactless Debit Card

As a valued Premium Account holder, we are excited to invite you to upgrade your current banking experience. We are now issuing the new [Bank Name] Premium Contactless Debit Card, designed to provide you with faster, more secure, and more convenient payments.

Why Upgrade to Contactless?

- **Speed:** Simply tap your card at any checkout terminal displaying the contactless symbol to pay in seconds.
- **Security:** Advanced encryption technology protects your transaction data against fraud.
- **Convenience:** No need to insert your card or enter a PIN for small daily purchases.

Special Incentive for Upgrading

To celebrate this launch, if you activate your new card and make at least three purchases within the first 30 days, we will credit your account with a \$[Amount] **loyalty bonus**.

How to Get Your New Card:

Requesting your upgrade is simple. You can log in to your mobile banking app, visit our website at [URL], or stop by any local branch. Your new card will be mailed to your registered address within 5-7 business days at no additional cost.

Thank you for choosing [Bank Name] for your premium banking needs.

Sincerely,

[Sender Name]
[Title/Department]
[Bank Name]