

\$70 REDEMPTION FORM



June 21 – July 16, 2017

Buy any set of four new MICHELIN® passenger or light truck tires at participating dealers between June 21 and July 16, 2017, and get \$70 via MasterCard® Reward Card after submission!*

To learn more, call 1-866-212-9619.

Offer valid on purchases from 06/21/17 to 07/16/17. Form must be received by 08/16/17.

How to receive your \$70 via MasterCard® Reward Card:

- Purchase tires from a participating dealer. Please call 1-800-MICHELIN or visit MichelinMan.com for participating dealers.
- Submit your redemption online at tirerewardcenter.com or complete and mail in this redemption form.
- Attach receipt (or legible copy) showing the purchase of four new MICHELIN® passenger or light truck tires within the offer period.
- Mail to: 2017 Michelin Summer Promotion, P.O. Box 109, Suite 295, Milan, IL 61264.
- Not valid with any other offer. See offer terms and conditions for further details.
- To check the status of your Reward Card request, visit tirerewardcenter.com.

There are two options for rebate submission.

- 1) For faster service, submit your redemption online now at tirerewardcenter.com.
- OR
- 2) Complete and mail in this redemption form.

Where did you buy your tires? (Dealer Name)

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Invoice Number

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Date of Purchase

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| Mo. | Day | Year |
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Year of Vehicle

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Make (e.g., Ford)

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Model (e.g., Taurus)

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Email Address

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First Name

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Last Name

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Address

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Apt./Suite Number

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City

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State

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ZIP Code

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Phone

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The last four digits of the phone number are required for rebate processing.

What is the next vehicle you plan to purchase tires for?

Year of Vehicle

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Make (e.g., Ford)

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Model (e.g., Taurus)

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Does this vehicle currently have MICHELIN® tires? (Please check one.)

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|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

When do you expect to purchase tires for this vehicle? (Please check one.)

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|---|--|
| <input type="checkbox"/> In the next 30 days | <input type="checkbox"/> 31 to 90 days from now |
| <input type="checkbox"/> 91 days to 1 year from now | <input type="checkbox"/> More than 1 year from now |

How many vehicles are in your household?

| | | |
|----------------------------|------------------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 or more | |

What is your age?

| | |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> 18 – 25 | <input type="checkbox"/> 26 – 39 |
| <input type="checkbox"/> 40 – 55 | <input type="checkbox"/> Over 55 |

How many years have you been a MICHELIN® tire owner?

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|--|
| <input type="checkbox"/> First time |
| <input type="checkbox"/> Less than 5 years |
| <input type="checkbox"/> More than 5 years |

How many tires did you intend to purchase prior to learning of this promotion?

| | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
|----------------------------|----------------------------|----------------------------|----------------------------|

What tire brand was replaced when you purchased your new set of MICHELIN® tires?

| | |
|------------------------------------|--------------------------------|
| <input type="checkbox"/> MICHELIN® | <input type="checkbox"/> Other |
|------------------------------------|--------------------------------|

How did you first hear about this promotion? (Please check one.)

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|---|-------------------------------------|
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Television |
| <input type="checkbox"/> Salesperson in store | <input type="checkbox"/> Website |
| <input type="checkbox"/> In-store display | <input type="checkbox"/> Email |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Other |
| <input type="checkbox"/> Outdoor advertising | |

Which of the following was an important contributing factor in your most recent purchase of MICHELIN® tires? (Check all that apply.)

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| <input type="checkbox"/> Michelin Promise Plan™ |
| <input type="checkbox"/> Promotion/sale |
| <input type="checkbox"/> Dealer recommendation |
| <input type="checkbox"/> Friend/relative recommendation |
| <input type="checkbox"/> Quality of product |
| <input type="checkbox"/> 30-Day Satisfaction Guarantee |
| <input type="checkbox"/> Mileage warranty |
| <input type="checkbox"/> Free flat change and tow service |
| <input type="checkbox"/> Actual tires on display |
| <input type="checkbox"/> Tires in stock |
| <input type="checkbox"/> Online research (reviews, websites, etc.) |
| <input type="checkbox"/> Replacing another set of MICHELIN® tires |



I want email notifications so I can take advantage of valuable special offers and promotions on my next tire purchase, as well as sign up for tire rotation reminders and new product information from Michelin. Michelin has a very strict privacy policy. We do not sell or rent your personally identifiable information to third parties.

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* Offer valid for residents of the United States only who purchase from a participating dealer located in the fifty (50) United States, District of Columbia ("U.S.") and U.S. Territories (Puerto Rico, Guam and U.S. Virgin Islands). Purchase must be completed between 06/21/2017 and 07/16/2017. Limit of one (1) redemption request ("70 MasterCard® Reward Card") per purchase of four (4) new MICHELIN® passenger or light truck tires. Limit of three (3) redemptions per household. Must be at least 18 years of age or older at the time of purchase to be eligible. All requests must be postmarked or received on or before 08/16/2017. Please allow four (4) to six (6) weeks for delivery of the "70 MasterCard® Reward Card" via mail. Sales to Original Equipment manufacturers, fleets, wholesalers, business accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. Purchases from warehouse clubs (e.g., Sam's Club, BJ's, Costco), mass merchandisers (e.g., Sears) and national retailers (e.g., Discount Tire, Tire Kingdom, NTB, Merchant's, Big O and Southeast Toyota) are excluded from this promotion, but may be eligible for coverage under a store-specific promotion (see individual store[s] for details). In addition, purchases from any nonparticipating dealers are not eligible for this promotion. Tampering with, altering or falsifying purchase information constitutes fraud. All decisions made by Michelin (or its authorized representatives) relating to the validity of any submissions are final and binding. This promotion is subject to all federal, state and local laws and regulations. Michelin reserves the right to modify or discontinue this offer, products and/or services at any time for any reason. No cash refunds. Please retain copies of the materials you submit. All requests become the property of Michelin North America, Inc., and will not be returned. Michelin is not responsible for any lost, late, stolen, damaged, misdirected, incomplete, incorrect or illegible mail. No postage due requests. For questions regarding this promotion, please call 1-866-212-9619 Monday through Friday between 8:00 a.m. and 8:00 p.m. ET. Please reference the 2017 Michelin Summer Promotion when calling. Offer may not be assigned, traded, sold or combined with any other Michelin offer. THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Reward Card cannot be reloaded with additional funds, nor can it be used at an ATM. Reward Card expires six (6) months after issuance. No cash access. Fees apply. For complete terms, conditions and fees, see the Cardholder Agreement in your card package. Reward Card issued by U.S. Bank National Association pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated.