Buy any set of four new MICHELIN® passenger or light truck tires at participating dealers between April 13 and May 10, 2015, and get $70 via MasterCard® Reward Card after submission!*

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.

To learn more, call 1-866-212-9619. Offer valid on purchases from 04/13/15 to 05/10/15. Form must be received by 06/10/15.

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: 2015 Michelin Spring Promotion, P.O. Box 109, Suite 150, 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.**

Where did you buy your tires? (Dealer Name)

Invoice Number

Date of Purchase Mo. Day Year

Year of Car Make (e.g., Ford) Model (e.g., Taurus)

Email Address

First Name Last Name

Address Apt./Suite Number

City State ZIP Code

Phone

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 Car Make (e.g., Ford) Model (e.g., Taurus)

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

☐ Yes ☐ No ☐ Don't know

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

☐ In the next 30 days ☐ 31 to 90 days from now
☐ 91 days to 1 year from now ☐ More than 1 year from now

☐ **YES!** ***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.

How many vehicles are in your household?
☐ 1 ☐ 2 ☐ 3
☐ 4 ☐ 5 or more

What is your age?
☐ 18 – 25 ☐ 26 – 39
☐ 40 – 55 ☐ Over 55

How many years have you been a MICHELIN® tire owner?
☐ First time
☐ Less than 5 years
☐ More than 5 years

How many tires did you intend to purchase prior to learning of this promotion?
☐ 1 ☐ 2 ☐ 3 ☐ 4

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

How did you first hear about this promotion? (Please check one.)
☐ Direct mail ☐ Radio
☐ Newspaper ☐ Television
☐ Salesperson in store ☐ Website
☐ In-store display ☐ Email
☐ Word of mouth ☐ Other
☐ Outdoor advertising

Which of the following was an important contributing factor in your most recent purchase of MICHELIN® tires? (Check all that apply.)
☐ Michelin Promise Plan™
☐ Promotion/sale
☐ Dealer recommendation
☐ Friend/relative recommendation
☐ Quality of product
☐ 30-Day Satisfaction Guarantee
☐ Mileage warranty
☐ Free flat change and tow service
☐ Actual tires on display
☐ Tires in stock
☐ Online research (reviews, websites, etc.)
☐ Replacing another set of MICHELIN® tires

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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 04/13/2015 and 05/10/2015. 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 06/10/2015.** 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 (e.g., Walmart) 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 2015 Michelin Spring 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. 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.

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A better way forward