



**Buy any set of four new MICHELIN® brand passenger or light truck tires at participating Tire Kingdom, NTB or Merchant's Tire dealers between January 1 and February 14, 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](http://tirerewardcenter.com).  
**OR**  
 2) Complete and mail in this redemption form.

To learn more, call 1-866-212-9619. Offer valid 01/01/15 – 02/14/15. Redemption forms must be received by 03/14/15.

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

- Purchase tires from a participating dealer. Please call 1-800-MICHELIN for participating dealers.
- Submit your redemption online at [tirerewardcenter.com](http://tirerewardcenter.com) or complete and mail in this redemption form.
- Attach receipt (or legible copy) showing the purchase of four new MICHELIN® brand passenger or light truck tires within the offer period.
- Mail to: 2015 Michelin Tire Kingdom January Promotion, P.O. Box 1517, Suite 143, Milan, IL 61264.
- Not valid with any other offer. See terms and conditions for further details.
- **To check the status of your reward card request, visit [tirerewardcenter.com](http://tirerewardcenter.com).**

Where did you buy your tires? (Dealer Name)

Invoice Number

Date of Purchase

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

TBC

\*Offer valid for residents of the United States only who purchase from a participating Tire Kingdom, NTB or Merchant's Tire dealer located in the fifty (50) United States or District of Columbia ("U.S."). Purchase must be completed between 01/01/2015 and 02/14/2015. 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 03/14/2015.** 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 Big O Tires, Inc., Southeast Toyota Dealership locations, warehouse clubs (e.g., Sam's Club, BJ's, Costco), mass merchandisers (e.g., Sears), and Discount Tire 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 Tire Kingdom January 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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