

EXCLUSIVE PROGRAM FOR TRADESMEN

We created the BFGoodrich® Tires Tradesmen Support Program — the first of its kind in the industry — to support the people who work on tough jobsites and require tough tools to get the job done. You can now partner with BFGoodrich® Tires to help serve the backbone of your community by offering discounts on high-quality tires and worksite support.

Your customers can text “TRADE” to 30486 to see if they qualify.



EXCLUSIVE DISCOUNT ON A SET OF 4 NEW BFGOODRICH® PASSENGER OR LIGHT TRUCK TIRES

Offer \$70 rebate* to tradesmen who are members of an approved association from January 1, 2020 – December 31, 2020.

60-DAY SATISFACTION GUARANTEE

Provide a new level of confidence to your customers by offering a full refund within 60 days of purchase.

24-HOUR WORKSITE AND ROADSIDE ASSISTANCE

Tradesmen can register for 2 free years of 24-Hour Worksite and Roadside Assistance when they buy a set of 4 new BFGOODRICH® passenger or light truck tires.

- 24-hour flat tire changing assistance
- 24-hour emergency battery service
- 24-hour towing service
- 24-hour delivery of supplies
- 24-hour lost key or lockout service

Customers can register for a two-year program that includes towing within 150 miles.

Visit BFGoodrichTires.com/Tradesmen for more details.

MNA, Inc., reserves the right to modify or cancel this program at any time.

*Offer valid for qualifying tradesmen who are 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 01/01/2020 and 12/31/2020. Limit of one (1) redemption request (\$70 Mastercard® Reward Card) per purchase of four (4) new select BFGOODRICH® tires. BFGOODRICH® Baja T/A® KR3, Desert Racing BFGOODRICH® Baja T/A® KR3 and KR3-S, All-Terrain T/A® KDR2+, g-Force® R1™ S Global Mazda MX-5 Cup, Rally Raid BFGOODRICH® All-Terrain T/A® KDR+, g-Force® Slick™ - Mazda Global MX-5 Cup, Baja T/A® KR2 – UTV and Street/Autocross BFGOODRICH® g-Force® Rival® S tires are not included in the promotion. 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 by 02/28/2021. 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 and business accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. This offer is stackable with other BFGoodrich® Tires funded promotional offers up to a max of \$150 (i.e., if a tradesman submits to the 2020 BFGoodrich® Tradesmen Support Program Promotion, they may also submit to an active promotion from their eligible dealer if one is running at the same time of tire purchase). Additionally, if a tradesman submits for a rebate from a tire purchase at a club channel that has an instant offer rebate, the tradesman will receive the Tradesmen Reward, not to exceed \$150 max between the two rewards (i.e., if a tradesman is eligible for and receives \$50 instantly at a Club via a BFGoodrich® Tires funded promotion, the tradesman would be eligible for an additional \$70 through the 2020 BFGoodrich® Tires Tradesmen Support Program Promotion. If a tradesman is eligible for and receives an instant \$100 at a Club via a BFGoodrich® Tires funded promotion, then they would be eligible for an additional \$50 reward from the 2020 BFGoodrich® Tradesmen Support Program Promotion). In addition, purchases from non-participating dealers are not eligible for this promotion. Tampering with, altering or falsifying purchase information constitutes fraud. All decisions made by BFGoodrich® Tires (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. BFGoodrich® Tires 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 BFGoodrich® Tires and will not be returned. BFGoodrich® Tires 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 1-800-233-5961 Monday through Friday between 8:00 a.m. and 8:00 p.m. ET. Please reference the 2020 BFGoodrich® Tires Tradesmen Support Program Promotion when calling. Offer may not be assigned, traded, sold or combined with any other BFGoodrich® Tires 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. Copyright © 2020 MNA, Inc. All rights reserved.

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Tires