

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 DISCOUNTS ON A SET OF 4 BFGOODRICH® ALL-TERRAIN T/A® KO2 TIRES

TWO WAYS TO PARTICIPATE:

1. Offer \$100 rebate¹ to tradesmen who are members of an approved association.
2. Customer not a member? Show your support of local tradesmen by offering a \$70 rebate¹.

30-DAY SATISFACTION GUARANTEE

Provide a new level of confidence to your customers by offering a full refund within 30 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 4 BFGOODRICH® All-Terrain T/A® KO2 tires.

- 24-hour flat tire changing assistance
- 24-hour emergency battery service
- 24-hour towing service^{Less}
- 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.



Tradesmen can enter for a chance to win an all-expense-paid trip for 2 to SCORE Baja 1000 between 03/01/19 and 07/31/19 or The Mint 400 between 08/01/19 and 12/31/19.²

Visit BFGoodrichTires.com/Tradesmen for more details.

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

¹Reward Card eligibility is limited to tire purchases from participating dealers only. Visit BFGoodrichTires.com/tradesmen for complete offer details. Offer expires 12/31/2019. Void where prohibited. The Reward Card expires six (6) months after issuance. No cash access. Fees apply.

²NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. You have not yet won. The Sweepstakes is open to residents of the Continental United States who are 18 years or older at time of entry. Entries must be received between March 1, 2019 at 12:01:00 am ET and December 31, 2019 at 11:59:59 pm ET. Participants can visit <http://pages.bfgoodrichtires.com/tradesmen-contest-tc> to enter for a chance to win an all-expenses paid trip for two (2) adults to Score Baja 1000 OR Mint 400 including airfare, meals and lodging from Michelin North America, Inc. One Parkway South, Greenville, South Carolina, 29615. Each eligible winner must sign declarations, waiver/releases, and/or other documents as required by Michelin. Participants must provide a valid current email address. This Sweepstakes is presented by Michelin North America, Inc. One Parkway South, Greenville, South Carolina, 29615. Full rules and entry details available at: <http://pages.bfgoodrichtires.com/tradesmen-contest-tc>. Copyright © 2019 MNA, Inc. All rights reserved.

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