

\$50 OR \$70 REDEMPTION FORM



Offer valid on purchases from 05/15/19 to 05/28/19. Form must be postmarked or received by 06/28/19.

- For more information about this promotion, please call 1-800-233-5961.
- To learn more about BFGOODRICH® tires, please call 1-877-788-8899 or visit BFGoodrichTires.com for participating dealers. Not valid with any other offer. See terms and conditions for further details.

Purchase four new BFGOODRICH® passenger or light truck tires at participating dealers during the promotional period listed above, and get \$50 or \$70 via Mastercard® Reward Card after submission*.

THERE ARE TWO OPTIONS FOR REBATE SUBMISSION:

1) For faster service, submit your redemption online now at tireawardcenter.com.

OR

2) Complete and mail in this redemption form.

- Attach receipt (or legible copy) showing the purchase of four new BFGOODRICH® passenger or light truck tires within the offer period from a participating dealer.
- Mail to: 2019 BFGoodrich Memorial Day Promotion, P.O. Box 1517, Suite 510, Milan, IL 61264.

To check the status of your Reward Card request, visit tireawardcenter.com.

Where did you buy your tires? (Dealer Name)

 Invoice Number _____ Date of Purchase _____
 _____ Mo. _____ Day _____ Year _____
 Year of Vehicle _____ Make (e.g., Volkswagen) _____ Model (e.g., Passat) _____
 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.

Preferred method of contact:

Email Text

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

Year of Vehicle _____ Make (e.g., Volkswagen) _____ Model (e.g., Passat) _____

Does this vehicle currently have BFGOODRICH® tires? (Please check one.) When do you expect to purchase tires for this vehicle? (Please check one.)

Yes No Don't know 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 BFGoodrich® Tires. BFGoodrich® Tires has a very strict privacy policy. We do not sell or rent your personally identifiable information to third parties.

FCA

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 BFGOODRICH® 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 BFGOODRICH® tires?

BFGOODRICH® tires
 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 BFGOODRICH® tires? (Check all that apply.)

Promotion/sale
 Dealer recommendation
 Friend/relative recommendation
 Quality of product
 Mileage warranty
 Actual tires on display
 Tires in stock
 Online research (reviews, websites, etc.)
 Replacing another set of BFGOODRICH® tires

*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 and U.S. territories (Puerto Rico, Guam and U.S. Virgin Islands) (the "U.S."). Purchase must be completed between 05/15/2019 and 05/28/2019. Limit of one (1) redemption request (\$50 or \$70 Mastercard® Reward Card) per purchase of four (4) new BFGOODRICH® passenger or light truck tires. \$50 Mastercard® Reward Card valid on purchases of a set of four (4) of the following tires: BFGOODRICH® Advantage T/A®, Advantage T/A® Sport, Advantage T/A® Sport LT, Commercial T/A® All-Season 2, Commercial T/A® Traction, g-Force™ R1™, g-Force™ Rival®, g-Force™ Rival® S, g-Force™ T/A® KDW R, Krawler™ T/A® KX, Long Trail T/A® Tour, Mud-Terrain T/A® KM, Radial T/A®, Radial T/A® Spec, Rugged Terrain T/A®, Rugged Trail T/A®, Touring T/A®, Traction T/A® and Winter Slalom® KSI. \$70 Mastercard® Reward Card valid on purchases of a set of four (4) of the following tires: BFGOODRICH® All-Terrain T/A® KO2, g-Force™ COMP-2™ A/S, g-Force™ Sport COMP-2™, Mud-Terrain T/A® KM2 and Mud-Terrain T/A® KM3. 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 06/28/2019. Please allow four (4) to six (6) weeks for delivery of the \$50 or \$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. Purchases from warehouse clubs (e.g., Sam's Club, BJ's, Costco), mass merchandisers, and national retailers (e.g., Discount Tire, Tire Kingdom, NTB, Tire America, Midas, Monro, Big O) 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. BFGoodrich 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. BFGoodrich 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 2019 BFGoodrich Memorial Day Promotion when calling. Offer may not be assigned, traded, sold or combined with any other BFGoodrich 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.

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