

# DEALER REFERENCE GUIDE

## FALL REBATE OFFER

PROMOTION OFFER: OCTOBER 1 - 31, 2019

When your customers buy a set of four select Yokohama tires, they'll be eligible to receive a Visa® Prepaid Card or Visa Virtual Account (up to \$80).

*Original Equipment lines are not eligible.*

ELIGIBLE TREADS	REBATE AMOUNT
ADVAN APEX™ V601	\$80
GEOLANDAR X-CV*	
GEOLANDAR X-AT™	
GEOLANDAR M/T* G003	
AVID ASCEND*	\$60
AVID ASCEND GT™	
AVID ASCEND LX™	
GEOLANDAR* A/T G015	
YOKOHAMA WINTER TIRES*	

\*Eligible winter tires include: BluEarth Winter\* V905, iceGUARD\* iG20, iceGUARD\* iG51v, iceGUARD\* iG52c, iceGUARD\* iG53, iceGUARD\* G075, GEOLANDAR i/T G072\*, W.drive\* WY01, W.drive\* ZPS

## WE'RE DRIVING BUSINESS YOUR WAY

We are supporting the Fall Rebate Offer with national digital advertising so you can be sure your customers are going to know about it. Digital assets are available for local marketing support by accessing our Digital Asset Management Site (DAMS). Using the Yokohama Dealer Services Portal, you can access files for all of your print and digital needs. For other inquiries, email us at [promotional.support@yokohamatire.com](mailto:promotional.support@yokohamatire.com).

Google

Bing

YAHOO!



## PROMOTING THROUGH SOCIAL MEDIA

We'll be posting the Fall Rebate Offer on all of our social media channels and have created assets for your use.



Register for Yokohama's free social media tool at [rallio.com/yokohama](http://rallio.com/yokohama) for instant access to social media assets and to set up easy posting to your channels.

rallio



## REDEMPTION DEADLINE/CUSTOMER RESOURCES

Your customers have until **November 30, 2019** to submit their rebate online at [yokohamatirerebates.com](http://yokohamatirerebates.com). All promotional webpages listed below will become active when the promo begins on October 1.

**Redemption Form & Rules**  
Check out Official Rules at:  
[yokohamatire.com/fallrebate](http://yokohamatire.com/fallrebate)

**Online Redemption**  
Customers can enter claims online:  
[yokohamatirerebates.com](http://yokohamatirerebates.com)

**Prepaid Card Delivery Status**  
Customers can check their card status:  
[yokohamatirerebates.com](http://yokohamatirerebates.com)  
or call (877) 773-7723

**Prepaid Card Balance**  
Customers can check the balance of their card at:  
[yokohama.omnicard.com](http://yokohama.omnicard.com)  
or call (877) 357-4975

Rebate in the form of Yokohama Visa® Prepaid Card or Yokohama Visa Virtual Account. Visa prepaid card and virtual account issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Visa prepaid card can be used everywhere Visa debit cards are accepted. Virtual account can be used online, for mail/phone orders where Visa debit cards are accepted. Valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply. Full rules and terms can be found at [www.yokohamatirerebates.com](http://www.yokohamatirerebates.com)

Encourage customers to go to [yokohamatirerebates.com](http://yokohamatirerebates.com) and submit their claim online.

