

Buy any set of four new MICHELIN® brand passenger or light truck tires at participating Big O Tires, Inc., dealers between February 3 and February 23, 2014, 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.
OR
 2) Complete and mail in this redemption form.

To learn more, call 1-866-212-9619. Offer valid 02/03/14 – 02/23/14. Redemption forms must be received by 03/23/14.

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 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: 2014 Michelin Big O February Promotion, P.O. Box 1517, Suite 76, Milan, IL 61264.
- Not valid with any other offer. See offer terms and conditions on the reverse for further details.
- **To check the status of your reward card request, visit tirerewardcenter.com.**

Where did you buy your tires? (Dealer Name)

Invoice Number

Date of Purchase

Mo. Day Year

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