



How many vehicles are in your

5 or more

3

2

household?

1

4

Buy any set of four new MICHELIN[®] passenger or light truck tires at participating Big O Tires, LLC, dealers between March 16 and April 5, 2015, and get \$70 via MasterCard® Reward Card after submission!*

1) For faster service, submit your redemption online now at tirerewardcenter.com. There are two options OR for rebate submission. 2) Complete and mail in this redemption form.

To learn more, call 1-866-212-9619. Offer valid 03/16/2015 - 04/05/2015. Redemption forms must be received by 05/05/2015.

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® passenger or light truck tires within the offer period.
- Mail to: 2015 Michelin Big O March Promotion, P.O. Box 1337, Suite 146, Milan, IL 61264.
- Not valid with any other offer. See terms and conditions for further details.
- To check the status of your Reward Card request, visit tirerewardcenter.com.

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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? What tire brand was replaced when you purchased your new set of l° tires? ELIN® Other ou first hear about this 1? (Please check one.) mail Radio Television aper erson in store 🗌 Website e displav Email Other of mouth

Outdoor	advertising

the following was an contributing factor in your nt purchase of MICHELIN[®] eck all that apply.) lin Promise Plan[™]

Promotion/sale	1
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recommendation

relative recommendation

of product

- Satisfaction Guarantee
- e warranty

Free flat chang	e and tow servi	ce
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tires on display

stock

research vs. websites. etc.)

ing another set of LIN[®] tires

BGO

* Offer valid for residents of the United States only who purchase from a participating Big O Tires, LLC, dealer located in the U.S. in the fifty (50) United States or District of Columbia ("U.S."). Purchase must be completed between 03/16/15 and 04/05/2015. Limit of one (1) redemption request (one ⁵70 MasterCard[®] Reward Card) per purchase of four (4) new MICHELIN[®] passenger or light truck tires. 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 on or before 05/05/2015. Please allow four (4) to six (6) weeks for delivery of the ⁵70 MasterCard® Reward Card via mail. Sales to Original Equipment manufacturers, fleets, wholesalers, business accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. 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. Michelin 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. Michelin 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 1-866-212-9619 Monday through Friday between 8:00 a.m. and 8:00 p.m. ET. Please reference the 2015 Michelin Big O March Promotion when calling. Offer may not be assigned, traded, sold or combined with any other Michelin 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. 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.