



**BIG O TIRES**  
THE TEAM YOU TRUST™

**Buy any set of four new MICHELIN® passenger or light truck tires at participating Big O Tires, LLC, dealers between October 27 and November 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](http://tirerewardcenter.com).  
**OR**  
2) Complete and mail in this redemption form.

To learn more, call 1-866-212-9619. Offer valid 10/27/14 – 11/23/14. Redemption forms must be received by 12/23/14.

**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](http://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: 2014 Michelin Big O November Promotion, P.O. Box 1337, Suite 127, 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](http://tirerewardcenter.com).

Where did you buy your tires? (Dealer Name)

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Invoice Number

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Date of Purchase

Mo.		Day		Year					
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Year of Car

Make (e.g., Ford)

Model (e.g., Taurus)

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Email Address

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

First Name

Last Name

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Address

															Apt./Suite Number				
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City

State

ZIP Code

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Phone

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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)

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Does this vehicle currently have MICHELIN® tires? (Please check one.)

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
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When do you expect to purchase tires for this vehicle? (Please check one.)

<input type="checkbox"/> In the next 30 days	<input type="checkbox"/> 31 to 90 days from now
<input type="checkbox"/> 91 days to 1 year from now	<input type="checkbox"/> More than 1 year from now

How many vehicles are in your household?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
<input type="checkbox"/> 4	<input type="checkbox"/> 5 or more	

What is your age?

<input type="checkbox"/> 18 – 25	<input type="checkbox"/> 26 – 39
<input type="checkbox"/> 40 – 55	<input type="checkbox"/> Over 55

How many years have you been a MICHELIN® tire owner?

<input type="checkbox"/> First time
<input type="checkbox"/> Less than 5 years
<input type="checkbox"/> More than 5 years

How many tires did you intend to purchase prior to learning of this promotion?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
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What tire brand was replaced when you purchased your new set of MICHELIN® tires?

<input type="checkbox"/> MICHELIN®	<input type="checkbox"/> Other
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How did you first hear about this promotion? (Please check one.)

<input type="checkbox"/> Direct mail	<input type="checkbox"/> Radio
<input type="checkbox"/> Newspaper	<input type="checkbox"/> Television
<input type="checkbox"/> Salesperson in store	<input type="checkbox"/> Website
<input type="checkbox"/> In-store display	<input type="checkbox"/> Email
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Other
<input type="checkbox"/> Outdoor advertising	

Which of the following was an important contributing factor in your most recent purchase of MICHELIN® tires? (Check all that apply.)

<input type="checkbox"/> Michelin Promise Plan™
<input type="checkbox"/> Promotion/sale
<input type="checkbox"/> Dealer recommendation
<input type="checkbox"/> Friend/relative recommendation
<input type="checkbox"/> Quality of product
<input type="checkbox"/> 30-Day Satisfaction Guarantee
<input type="checkbox"/> Mileage warranty
<input type="checkbox"/> Free flat change and tow service
<input type="checkbox"/> Actual tires on display
<input type="checkbox"/> Tires in stock
<input type="checkbox"/> Online research (reviews, websites, etc.)
<input type="checkbox"/> Replacing another set of MICHELIN® tires

☐ **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.

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\* 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 10/27/2014 and 11/23/2014. Limit of one (1) redemption request (one \$70 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 12/23/2014. Please allow four (4) to six (6) weeks for delivery of the \$70 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 2014 Michelin Big O November 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.

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