



GET \$70 VIA MASTERCARD® REWARD CARD after submission* when you buy any set of 4 new BFGoodrich® brand passenger or light truck tires at participating Big O Tires, Inc. dealers between September 8 and October 5, 2014. (Excludes BFGoodrich® Advantage T/A®, Radial T/A®, Traction T/A® and Winter Slalom® KSI tires, which qualify for \$50 Reward Card.)

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 1-800-233-5961. Offer valid on purchases from 09/08/14 – 10/05/14. Form must be received by 11/05/14.

How to receive your \$50 or \$70 via MasterCard® Reward Card:

- Purchase tires from a participating dealer. Please call 1-877-788-8899 or visit BFGoodrichTires.com 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 BFGoodrich® brand passenger or light truck tires within the offer period.
- Mail to: 2014 BFGoodrich Big O September Promotion, P.O. Box 1217, Suite 102, Milan, IL 61264.
- Not valid with any other offer. See offer terms and conditions for further details.
- **To check the status of your reward card request, visit tirerewardcenter.com.**

Reward Value	Eligible Tire Models	Reward Value	Eligible Tire Models
\$50 Reward Card	Advantage T/A® Radial T/A® Traction T/A® Winter Slalom® KSI	\$70 Reward Card	g-Force™ R1™ and R1™ S
			g-Force™ T/A® Drag Radial
			g-Force™ Super Sport A/S Z
			g-Force™ Super Sport A/S H&V
			Long Trail T/A® Tour
			Radial Long Trail T/A®
			Rugged Trail T/A®
			Rugged Terrain T/A®
			All-Terrain T/A® KO
			Mud-Terrain T/A® KM2
			Baja T/A®
			Krawler™ T/A® KX
			Commercial T/A® Traction
			Commercial T/A® All-Season
			Commercial T/A® All-Season 2

Where did you buy your tires? (Dealer Name)

Tire Model Purchased

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 BFGoodrich® 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 BFGoodrich. BFGoodrich 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 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® 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

BGO

* Offer valid for residents of the United States only who purchase from a participating Big O Tires, Inc., dealer located in the U.S. in the fifty (50) United States or District of Columbia ("U.S."). Purchase must be completed between 09/08/2014 and 10/05/2014. Limit of one (1) redemption request (\$50 or \$70 MasterCard® Reward Card) per purchase of four (4) new BFGoodrich® brand passenger or light truck tires. \$50 MasterCard® Reward Card valid on purchases of a set of four of the following tires: Advantage T/A®, Radial T/A®, Winter Slalom® KSI and Traction T/A®. \$70 MasterCard® Reward Card valid on purchases of a set of four of the following tires: g-Force™ R1™ and R1™ S, g-Force™ T/A® Drag Radial, g-Force™ Rival, g-Force™ Sport COMP-2™, g-Force™ T/A® KDW, g-Force™ T/A® KDWS, g-Force™ Super Sport A/S Z, g-Force™ Super Sport A/S H&V, Long Trail T/A® Tour, Radial Long Trail T/A®, Rugged Trail T/A®, Rugged Terrain T/A®, All-Terrain T/A® KO, Mud-Terrain T/A® KM2, Baja T/A®, Krawler™ T/A® KX, Commercial T/A® Traction, Commercial T/A® All-Season and Commercial T/A® All-Season 2. 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 11/05/2014. 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, 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 BFGoodrich (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 2014 BFGoodrich Big O September 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. 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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