



Buy any set of four new MICHELIN® brand passenger or light truck tires at participating Big O Tires, Inc., dealers between September 8 and October 5, 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 09/08/14 – 10/05/14. Redemption forms must be received by 11/05/14.

**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® brand passenger or light truck tires within the offer period.
- Mail to: 2014 Michelin Big O September Promotion, P.O. Box 1247, Suite 103, 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)

Invoice Number

Date of Purchase

Year of Car

Make (e.g., Ford)

Model (e.g., Taurus)

Email Address

First Name

Last Name

Address

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

**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

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 (one \$70 MasterCard® Reward Card) per purchase of four (4) new MICHELIN® brand 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 11/05/2014.** 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 September 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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