



**NOT VALID WITHOUT DEALER INVOICE ATTACHED**  
**VALID ONLY FOR DEALER LISTED ON FORM**

**Buy any set of four new MICHELIN Premier A/S passenger or light truck tires at Big O Tires, and you'll receive a rebate by mail.**

Promotion dates: 4/15/14-5/15/14

Dealer Name: Big O Tires  
Dealer #: 1225712

Mail redemption requests to:  
Michelin Dealer Rebate  
P.O. Box 10527  
Cedar Rapids, IA 52410  
Phone: 866-982-3446  
FAX: 319-294-5678

Redemption requests must be received within one month of the promotion expiration date.

# Michelin Premier A/S

# \$70<sup>00</sup>

## REBATE



☐ Please e-mail me advance notice of special offers, tire safety tips and/or 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.

E-mail Address		
Where did you buy your tires? (dealer name)		
Invoice Number	Date of Purchase	
	Mo.	Day Year
Year of Car	Make (i.e., Ford)	Model (i.e., Taurus)
First Name	Last Name	
Address		Apt./Suite No.
City	State	ZIP Code
Phone Number (XXX-XXX-XXXX)		

What is the next vehicle you plan to purchase tires for?

Year of Car	Make (i.e., Ford)	Model (i.e., 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 ☐ 91 days to 1 year from now  
☐ 31 to 90 days from now ☐ More than 1 year from now

How many vehicles are in your household?

☐ 1 ☐ 4  
☐ 2 ☐ 5 or more  
☐ 3

What is your age?

☐ 18 – 25 ☐ 40 – 55  
☐ 26 – 39 ☐ 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 ☐ 3  
☐ 2 ☐ 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.)

☐ Radio  
☐ Direct mail  
☐ Newspaper  
☐ Salesperson in store  
☐ In-store display  
☐ Friends/Family  
☐ Television  
☐ Website  
☐ Outdoor advertising  
☐ E-mail  
☐ Other

#### Offer Terms and Conditions

Dealer is pleased to offer this rebate. In order to receive your rebate you must: (1) complete the attached redemption request form; (2) attach a receipt or legible copy of the receipt showing the purchase of four new MICHELIN® brand passenger or light truck tires; and (3) mail the redemption request form and receipt to the address indicated on the redemption request form to be received within one (1) month of the promotion expiration date. Once your redemption request and supporting documents have been received and approved, your rebate will be sent to you by mail. Limit of one (1) redemption request per purchase of four new MICHELIN® brand passenger or light truck tires. No more than three (3) redemption requests per household will be redeemed. All mail-in redemption requests must be received within one (1) month of the promotion expiration date. Please allow four (4) to six (6) weeks for delivery of the rebate. This dealer is an Authorized Dealer of Michelin North America, Inc. The dealer is responsible for providing the rebate and expressly releases and holds Michelin North America, Inc., its affiliates, and its agencies harmless of all such responsibility. Sales to Original Equipment manufacturers, fleets, wholesalers, commercial accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. Offer valid at participating Michelin North America, Inc. ("Michelin") independent dealers located in the fifty (50) United States or the District of Columbia ("U.S.") during the promotion dates listed above only on purchase of any four new MICHELIN® brand passenger or light truck tires. This offer is not valid or redeemable with any other Michelin promotion or offers including, but not limited to, Michelin Americas Small Tires ("MAST") national promotions. This offer may not be combined with or used in conjunction with certificates, promotions, special offers, special rate programs, gift cards or any offer whatsoever. Tampering with, altering or falsifying purchase information or any other printed information on the redemption request constitutes fraud and will void the redemption request. All decisions made by Michelin (or its authorized representatives) relating to the validity of any submissions are final and binding. Michelin and the sponsoring dealer reserve the right to modify or discontinue this offer, in part or in whole, at any time for any reason. No cash refunds. Offer may not be assigned, traded, sold or combined with any other Michelin offer. Mail-in only. No fax or phone orders accepted. Please retain copies of the materials you submit. All requests become the property of Michelin North America, Inc. and will not be returned. Neither Michelin nor the sponsoring dealer are responsible for any lost, late, stolen, damaged, misdirected, undeliverable, incomplete, incorrect or illegible mail. No postage-due requests. For questions regarding this promotion, please contact the sponsoring dealer that is offering the rebate. Products and/or services are subject to change without notice. Michelin has a very strict privacy policy. Michelin does not sell or rent your personally identifiable information to third parties. This promotion is subject to all federal, state and local laws and regulations. **THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW.**