

CANADA - MARKETING BULLETIN



MICHELIN

BFGoodrich
Tires

UNIROYAL

WE'RE THROWING IN A WINTER TIRE DEAL FOR YOUR CUSTOMERS

Michelin is offering consumers a winter tire deal on every purchase or lease of a new vehicle at your dealership.

From **January 1 to December 31, 2020**, your customers will get **up to \$70 in mail-in rebates*** with the purchase of 4 new passenger or light truck winter tires** when they purchase or lease a new vehicle.

- **\$70** mail-in rebate on **MICHELIN®** winter tires
- **\$50** mail-in rebate on **BFGOODRICH®** winter tires
- **\$40** mail-in rebate on **Uniroyal®** winter tires

Eligibility

To be eligible, the consumer must be able to provide proof that the winter tires were bought at the same time and at the same dealership as the vehicle. Valid proof includes:

- Purchase or lease contract for the new vehicle
- Invoice or contract #
- Dealership name and address
- Tire name or product code
- Date of purchase

HOW TO RECEIVE YOUR MAIL-IN REBATE:

COMPLETE AN ONLINE CLAIM

- Go to michelinpromo.ca/auto to request your rebate online.
- Go to bfgoodrichpromo.ca/auto to request your rebate online.
- Go to promo.uniroyal.ca/auto to request your rebate online.

* Proof of new vehicle and winter tire purchase required (date, address of the dealership, new vehicle purchase/lease contract, invoice or contract #, tire name or product code). The contract must show that the tires were bought at the same time as the vehicle purchase/lease and at the same car dealership. Original equipment tires already included with the vehicle are not admissible. Purchase or lease of new vehicles only. Pre-owned vehicles excluded. Michelin, BFGoodrich® Tires and Uniroyal® know how important it is to protect your personal information. Please consult our privacy policies at michelin.ca, bfgoodrich.ca and uniroyal.ca. These offers cannot be combined with any other promotion or program. Offers available at participating car dealerships only. Retail and consumer sales only. Federal and provincial taxes will be calculated on the selling price before the rebate. Offer expires December 31, 2020. Void where prohibited. Only new MICHELIN®, BFGOODRICH® and Uniroyal® passenger and light truck winter tires are eligible. All-Weather tires are not eligible. Please allow 6–8 weeks to receive your mail-in rebate. Reserved for Canadian residents only. For any information regarding the mail-in offer, please call 1-866-755-8887 or visit michelinpromo.ca/auto, bfgoodrichpromo.ca and promo.uniroyal.ca/auto. © 2020 MNA(C)I.

** Winter tires only **