



Buy any set of four new MICHELIN® brand passenger or light truck tires at participating Tire Kingdom, NTB or Merchant's Tire dealers between May 17 and June 13, 2013, and get a \$70 MasterCard® Reward Card after submission!

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 1-866-212-9619. Offer valid 05/17/13 – 06/13/13. Redemption forms must be received by 07/13/13.

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

- Purchase tires from a participating dealer. Please call 1-800-MICHELIN for participating dealers.
- Submit your redemption form online at 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: Michelin Tire Kingdom May Promotion, P.O. Box 379, Suite 43, 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.**

Where did you buy your tires? (Dealer Name)

Invoice Number

Date of Purchase

Year of Car

Make (e.g., Ford)

Model (e.g., Taurus)

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 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

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.

Email Address

TBC0513

Offer Terms and Conditions

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. Offer valid for residents of the United States only who purchase from a participating dealer located in the fifty (50) United States or District of Columbia ("U.S."). Must be at least 18 years of age or older at the time of purchase to be eligible. 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 Tire Kingdom, NTB or Merchant's Tire dealers located in the U.S. between 05/17/13 and 06/13/13. Purchases from Big O Tires, Inc., Southeast Toyota Dealership locations, warehouse clubs (e.g., Sam's Club, BJ's, Costco), mass merchandisers (e.g., Sears, Wal-Mart), Discount Tire, as well as any other nonparticipating dealers are not eligible for this promotion. 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 Michelin Tire Kingdom May 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. All requests must be received on or before 07/13/13. Please allow four (4) to six (6) weeks for delivery of the \$70 MasterCard® Reward Card via mail.

The Reward Card cannot be reloaded with additional funds, nor can it be used at an ATM. Card expires six (6) months after issuance. For complete terms, conditions and fees, see the Cardholder Agreement in your card package. Reward Cards are issued by U.S. Bank, pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. Copyright © 2013 Michelin North America, Inc. All rights reserved.

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