

Offer Terms and Conditions

* Refund Offer Conditions: Limit of one (1) redemption request (one \$70 mail-in rebate) per purchase of four new MICHELIN® brand tires. Limit of three (3) redemptions per household. 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 independent dealers located in the fifty (50) United States or District of Columbia ("U.S.") between 10/1/09 and 11/15/09 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 offer. 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. Void where prohibited by law. This promotion is subject to all federal, state and local laws and regulations. Michelin reserves the right to modify or discontinue this offer 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. 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 1-888-738-0166, Monday through Friday between 9:00 a.m. and 5:00 p.m. EST. Please reference The Michelin Ride of Your Life promotion when calling. Products and/or services are subject to change without notice. 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. THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW. All requests must be received on or before 12/15/09. Please allow four to six weeks for delivery of the \$70 rebate via mail.

1216450



Pick up \$70*

after mail-in rebate



The right tire changes everything during The Michelin Ride of Your Life promotion. Buy any set of four new MICHELIN® brand passenger or light truck tires between October 1 and November 15, 2009, and **get \$70* after mail-in rebate.**



Buy any set of four new MICHELIN® brand passenger or light truck tires at participating dealers* between October 1 and November 15, 2009, and get \$70 after mail-in rebate!

To learn more, call 1-888-738-0166. Offer valid 10/01/09 – 11/15/09. Redemption forms must be received by 12/15/09.

How to receive your \$70 mail-in rebate:

- Purchase tires from a participating dealer.* See terms and conditions for further details.
- Complete 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 Fall Promotion, 1407 Airport Road, Suite 3170, Monroe, NC 28110
- Not valid with any other offer. See terms and conditions for further details.
- To check the status of your rebate, visit www.rebates411.com.

Offer valid 10/01/09 through 11/15/09.

Requests must be received by 12/15/09.

See terms and conditions.

Please email 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.

Email 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 (No P.O. Boxes — delivery addresses only)

Apt./Suite No.

City

State

ZIP Code

Phone

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
 Email
 Other

* Please call 1-800-MICHELIN or visit www.michelinman.com for participating dealers.

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