

# LET'S GO ENJOY WINTER



FROM OCTOBER 13 TO DECEMBER 15, 2017

# \$70

MAIL-IN  
REBATE

**WHEN YOU BUY 4 MICHELIN® TIRES\***  
PASSENGER OR LIGHT TRUCK TIRES ONLY

## HOW TO RECEIVE YOUR MAIL-IN REBATE:

### COMPLETE ONLINE CLAIM

- Go to [michelinpromo.ca](http://michelinpromo.ca) to request your rebate online.

### OR MAIL IN CLAIM

- Attach a copy of your detailed invoice† clearly indicating the purchase of four MICHELIN® passenger or light truck tires (between October 13 and December 15, 2017).
- Mail before January 15, 2018, to:  
**Michelin Fall 2017 Promotion**  
P.O. Box 6022, Paris, ON N3L 3W6

\* Only new purchases of MICHELIN® passenger or light truck tires are eligible.

† Estimates, work orders and quotations are not acceptable as proof of purchase.



All requests must be postmarked or received on or before January 15, 2018, including a copy of your invoice (see reverse for details):

**MICHELIN FALL 2017 PROMOTION**  
P.O. BOX 6022, PARIS, ON N3L 3W6

Please indicate your language of choice: English  French

Please print legibly.

Invoice #\*

Retailer name\*

First name\*  Mr.  Ms.

Last name\*

Address\*

Apt.\*  City\*

Province\*

Postal code\*

Daytime telephone  -  -

Email address

(If you would like to receive confirmation of claim form receipt by email)

\* Required information

T5116

- I authorize Michelin to send me information concerning contests, promotions and new products.

1- Did this promotion influence your selection of MICHELIN® tires versus a competitor's product?  
Yes  No

2- Which of the following was an important contributing factor in this purchase of MICHELIN® tires? (Check all that apply.)

- |                                                       |                                                             |
|-------------------------------------------------------|-------------------------------------------------------------|
| Michelin Promise Plan™ <input type="checkbox"/>       | Online research <input type="checkbox"/>                    |
| This promotion <input type="checkbox"/>               | Mileage warranty <input type="checkbox"/>                   |
| Dealer recommendation <input type="checkbox"/>        | 30-Day Satisfaction Guarantee <input type="checkbox"/>      |
| Friend/family recommendation <input type="checkbox"/> | Free flat-tire changing assistance <input type="checkbox"/> |
| Quality of product <input type="checkbox"/>           | Retail location <input type="checkbox"/>                    |

3- How did you first hear about this promotion? (Please check one.)

- |                                               |                                           |                                           |
|-----------------------------------------------|-------------------------------------------|-------------------------------------------|
| Radio <input type="checkbox"/>                | In-store display <input type="checkbox"/> | Text message/SMS <input type="checkbox"/> |
| Direct mail <input type="checkbox"/>          | Friend/family <input type="checkbox"/>    | Email <input type="checkbox"/>            |
| Newspaper <input type="checkbox"/>            | Television <input type="checkbox"/>       | Facebook page <input type="checkbox"/>    |
| Salesperson in store <input type="checkbox"/> | Website <input type="checkbox"/>          | Other <input type="checkbox"/>            |

4- What tire brand was replaced when you purchased your new set of MICHELIN® tires?

- |                                    |                                      |                                   |                                      |
|------------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| MICHELIN® <input type="checkbox"/> | BFGoodrich® <input type="checkbox"/> | Goodyear <input type="checkbox"/> | Bridgestone <input type="checkbox"/> |
| Toyo <input type="checkbox"/>      | Pirelli <input type="checkbox"/>     | Yokohama <input type="checkbox"/> | Other <input type="checkbox"/>       |

5- How many years have you been a MICHELIN® tire owner?

- First time  Less than 5 years  More than 5 years

6- How soon do you expect to purchase tires again (for another vehicle or this one)?

- In the next 3 months  
 In 1 year or less  
 More than 1 year from now

7- What is your age? 18-25  26-39  40-55  Over 55

Michelin knows how important it is to protect your personal information. Please consult our privacy policy at [michelin.ca](http://michelin.ca). This offer cannot be combined with any other promotion or program. Offer available at participating Canadian Michelin dealers. Retail and consumer sales only. Federal and provincial taxes will be calculated on the selling price before the rebate. Offer valid only in Canada from October 13 to December 15, 2017. Purchases outside these dates will not be honoured. Please allow 6-8 weeks to receive your mail-in rebate. For any information regarding the mail-in offer, please call 1-866-755-8887 or visit [michelinpromo.ca](http://michelinpromo.ca). While all-season tires are designed to provide reliable performance in moderate winter conditions, the use of four winter tires is recommended for optimal performance and may be mandatory in certain jurisdictions. © 2017 Michelin North America (Canada) Inc. All rights reserved. The "Michelin Man" is a registered trademark licensed by Michelin North America, Inc. (C15420 - 07/17)