

Buy 4 safe MICHELIN® tires

AND RECEIVE A MAIL-IN REBATE OF

\$70

from October 1 to November 30, 2011

on Passenger or
Light Truck tires only.

How to receive your mail-in rebate

- Complete this claim form
- Attach a copy of the detailed invoice* clearly indicating the purchase of four Michelin® Passenger or Light Truck tires (between October 1 and November 30, 2011)
- Mail before December 31, 2011 to:
MICHELIN Fall 2011 Promotion
2455 Guenette, St. Laurent, QC H4R 2E9

* Estimates, work orders or quotations are not acceptable as proof of purchase.
Visit www.michelinpromo.ca to pre-register online.



Ask your dealer for details on
the NEW Michelin Promise Plan.™



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.

† Certain conditions and limitations apply. Ask your dealer for details or visit michelinman.ca/promise.

Mail before December 31, 2011 to:
MICHELIN FALL 2011 PROMOTION
2455 GUENETTE, ST.LAURENT, QC H4R 2E9

Please print legibly

Invoice #*

Retailer Name*

First name*

Last name*

Address*

Apt.* City*

Province*

Postal code*

Daytime telephone - -

E-mail address

(If you would like to receive confirmation of claim form receipt by e-mail.)

* Required information

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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™ ☐ This promotion ☐ Dealer recommendation ☐
Friend/Family recommendation ☐ Quality of product ☐ Online research ☐
Mileage warranty ☐ 30-Day Satisfaction Guarantee ☐
Free flat tire changing assistance ☐ Retail location ☐

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

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

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

- MICHELIN® ☐ BFGoodrich® ☐ Goodyear ☐ Bridgestone ☐ Toyo ☐ Pirelli ☐
Yokohama ☐ Other ☐

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 ☐

☐ I do not authorize Michelin to send me information concerning contests, promotions and new products.

Michelin knows how important it is to protect your personal information. Please consult our privacy policy at www.michelin.ca. This offer cannot be combined with any other promotion or program and is not applicable at Chrysler car dealerships, Canadian Tire and Costco. Retail sales only. Federal and provincial taxes will be calculated on the selling price before the rebate. Offer valid only in Canada from October 1 to November 30, 2011. Purchases outside these dates will not be honoured. Only MICHELIN® Passenger or Light Truck tires are eligible. Please allow 6-8 weeks to receive your mail-in rebate. Offer available at participating MICHELIN® authorized dealers. For any information regarding the mail-in offer, please call 1-888-725-0311 or visit www.michelinpromo.ca. © 2011 Michelin North America (Canada) Inc. All rights reserved. The "Michelin Man" is a registered trademark licensed by Michelin North America, Inc.