

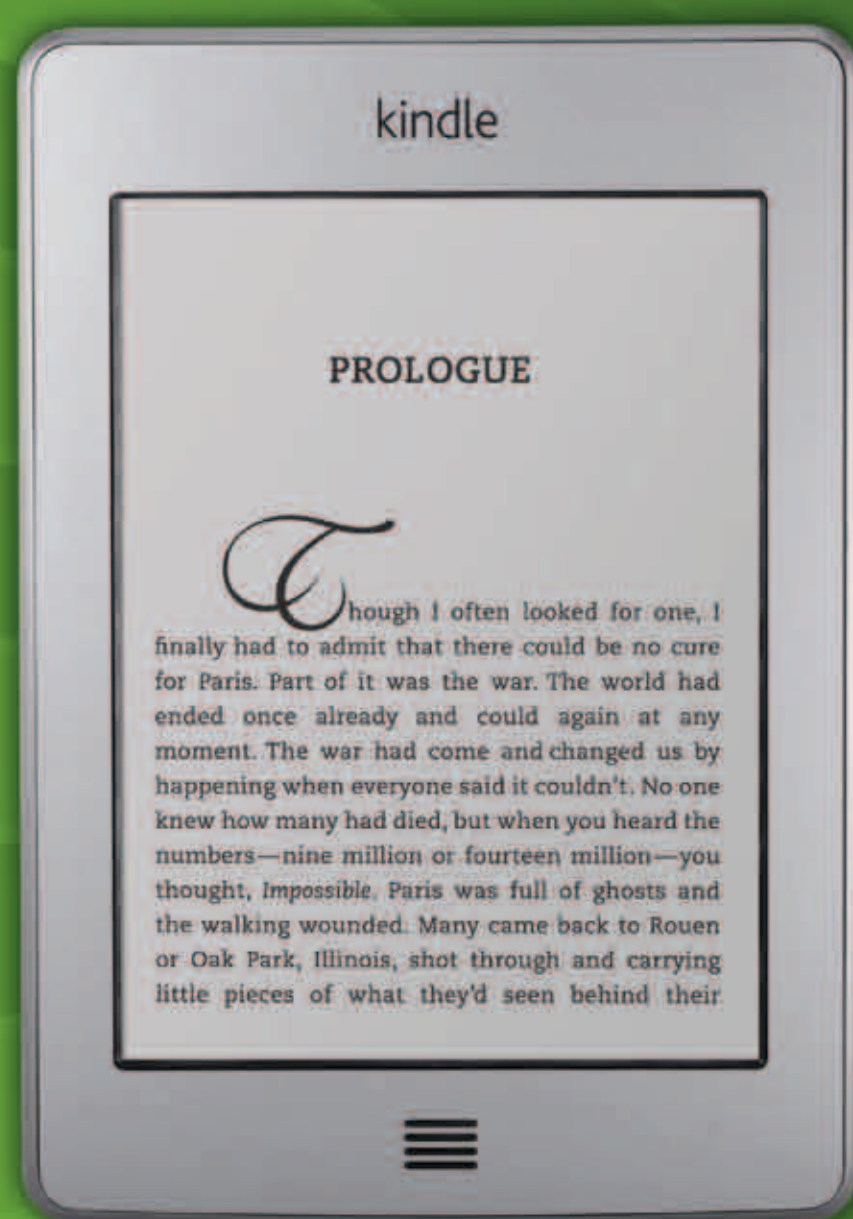
SAVE UP TO 7 LITRES EVERY MONTH

USING ECOPIA™ TIRES COMPARED TO CONVENTIONAL TIRES.*



ECOPIA™

re:think green



GET A _____
\$70 AMERICAN EXPRESS®
GIFT CARD*
OR
KINDLE TOUCH**

by mail with the purchase of 4 eligible† Ecopia™ or Eco-Product™ tires

WHILE SUPPLIES LAST.



*Better For Your Wallet.
Better For The Planet.Δ*

Offer valid April 2–29, 2012. See store associate for details.

*Offer good in Canada only at participating Bridgestone retailers. To be issued in your choice of (A) a prepaid American Express® Gift Card. For use only at merchants in Canada and the United States that accept American Express Cards, except cruise lines, casinos, recurring billing and any other merchants or transactions that American Express may determine from time to time. Not for use at ATMs or for online purchases and not redeemable for cash. Use of Card constitutes acknowledgment that it is given as a rebate and no consideration, value or money has been paid by the holder in exchange for this Card. Card will be sent to the name and address submitted on claim form. Card funds do not expire. Cardholder is bound by a Cardholder Agreement and all amendments, which will be communicated via posting at www.americanexpress.ca/gift; or (B) an Amazon® Kindle Touch while supplies last, delivered by mail (allow 10 to 12 weeks for delivery). Mail-in claim form required. May not be combined with other offers. **Offer excludes Costco purchases.** See your participating Bridgestone retailer or bridgestonetire.ca/promotions for complete details. American Express is not a sponsor of this contest/promotion.

**Kindle and Amazon are trademarks of Amazon.com, Inc. or its affiliates. Kindle devices are given away on behalf of Bridgestone Canada Inc. Amazon is not a sponsor of this contest/promotion.

ΔEcopia tires save fuel based on lab tests versus conventional tires. Specific performance may vary.



OFFICIAL CLAIM FORM

BRIDGESTONE RETHINK GREEN MAIL-IN PROMOTION

First Name Please Print Clearly Last Name

Mailing Address

City Province Postal Code

E-Mail Address (REQUIRED FOR COMMUNICATION)

Mobile Phone Invoice Date: ___ / ___ / 2012
Day Month

I had my new set of 4 eligible Bridgestone tires mounted on the following vehicle:

I purchased these 4 tires for personal use:

Year	Make	Model	Tire model purchased on receipt
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I have read and complied with all the TERMS AND CONDITIONS. Enclosed is my store-identified invoice(s) indicating an eligible tire purchase, proof of mounting, and this original claim form. I hereby confirm that all information herein is valid and correct and consent to the collection by Bridgestone of the personal information disclosed herein.

X _____

PURCHASER'S SIGNATURE REQUIRED

Offer BT11154 - Purchase between: **April 2 – 29, 2012.**
Postmark **NO LATER than May 29, 2012.**

ELIGIBLE TIRES: Purchase of a set of 4 eligible tires from a participating Canadian Bridgestone retailer's inventory is required. Please indicate below which tires were purchased.

Ecopia™ EP422

Turanza™ with Serenity™

Dueler™ H/L 422 Ecopia™

Dueler™ A/T Revo 2

PREFERENCES: Check One

Kindle Touch

\$70 American Express®
Gift Card

OFFER EXCLUDES ALL OTHER BRIDGESTONE TIRES AND COSTCO PURCHASES. Promotion will be fulfilled with your choice of (A) a Kindle Touch or (B) an American Express® Gift Card. Not redeemable for cash. Please allow 10 to 12 weeks for the receipt of the Gift Card or Amazon® Kindle Touch. Visit www.bridgestonetire.ca/promotions to check the status of your Gift Card claim or to contact us.

Thank you for choosing Bridgestone tires. **Please see back for terms and conditions of offer.**



BRIDGESTONE RETHINK GREEN MAIL-IN PROMOTION TERMS AND CONDITIONS

1. Enclose your store-identified, dated, **ORIGINAL** final paid invoice(s), with your name, dealer name, date of purchase showing eligible tire purchase, price paid and mounting with this completed claim form. Circle the tire purchase on your receipt. If more than one Gift Card is requested, documentation **MUST** be submitted for each eligible purchase. **PHOTOCOPIES WILL NOT BE ACCEPTED.**
2. Name on claim form and on invoice(s) **MUST** be the same. Additional claims for same customer or household must include additional claim form(s) and additional invoice(s) showing purchase of additional set(s) of 4 tires for different vehicle(s). If a company name appears on invoice(s), please provide the first and last name of the entitled Card user. This offer is for retail purchasers only and excludes Commercial, Fleet and group purchases along with employee changeovers or warranty replacement purchases.
3. Offer valid in Canada only. Void where prohibited.
4. Invoices altered, forged, illegible, or defaced in any way are invalid and will automatically be deemed ineligible.
5. Bridgestone Canada Inc. does not share, sell, or otherwise distribute customer information to third parties. The information collected herein

is solely used by Bridgestone for marketing purposes and for the administration of the program. Please visit www.bridgestonetire.ca to view our privacy policy.

6. Neither Bridgestone Canada Inc. nor Bridgestone Program Headquarters or claim form processor are responsible for late, lost, illegible, postage due or misdirected mail. Please make copies of your submission as original materials become the property of Bridgestone and will not be returned to customer.
7. If you would like your original invoice(s) returned, please submit your request in writing on a 3" x 5" piece of paper included with original materials. **PLEASE NOTE: INVOICE(S) WILL BE MAILED SEPARATELY.**
8. All decisions made by Bridgestone Canada Inc. and Bridgestone Program Headquarters are final. For inquiries after 4 weeks, contact our **toll-free number: 866-433-3009.**
9. The Gift Card is a prepaid American Express® Gift Card and may be used at merchants in the U.S. and Canada that accept American Express Cards, except for cruise lines, casinos, recurring billing and any other merchants or transactions that American Express may determine from time to time. (Not for online purchases.)

MAIL NECESSARY DOCUMENTATION **POSTMARKED NO LATER THAN MAY 29, 2012 TO:**

BRIDGESTONE RETHINK GREEN
MAIL-IN PROMOTION OFFER BT11154
3000 BOUL DES LAURENTIDES, SUITE 12-166
LAVAL, QC H7K 3G5



Promotion will be fulfilled with your choice of an American Express® Gift Card or a Kindle Touch while supplies last.

American Express® Gift Cardholder is bound by a Cardholder Agreement and all amendments, which will be communicated via posting at www.americanexpress.ca/gift. Not for use at ATMs or redeemable for cash. Prepaid Card is not reloadable and funds do not expire. Card will be issued in the name submitted on this claim form and is non-transferrable. This Card is given to you as a reward or gift and no consideration, value, or money has been paid by you in exchange for this Card. **See Cardholder agreement for complete terms and conditions.** * Used by Amex Bank of Canada under license from American Express. For questions about the Card, including balance inquires, contact Customer Service at 800-505-6849.