

EXCLUSIVE PROGRAM FOR TRADESMEN

We created the BFGoodrich® Tires Tradesmen Support Program — the first of its kind in the industry — to support the people who work on tough jobsites and require tough tools to get the job done. You can now partner with BFGoodrich® Tires to help serve the backbone of your community by offering discounts on high-quality tires and worksite support.

Your customers can text “trade” to 30486 to see if they qualify.



EXCLUSIVE DISCOUNTS ON A SET OF 4 BFGOODRICH® ALL-TERRAIN T/A® KO2 TIRES

TWO WAYS TO PARTICIPATE:

1. Offer a \$100 rebate¹ to tradesmen who are members of an approved association.
2. Customer not a member? Show your support of local tradesmen by offering a \$70 rebate.¹

30-DAY SATISFACTION GUARANTEE

Provide a new level of confidence to your customers by offering a full refund within 30 days of purchase.

24-HOUR WORKSITE AND ROADSIDE ASSISTANCE

Tradesmen can register for 2 free years of 24-Hour Worksite and Roadside Assistance when they buy 4 BFGOODRICH® All-Terrain T/A® KO2 tires.

- 24-hour flat tire changing assistance
- 24-hour emergency battery service
- 24-hour towing service
- 24-hour delivery of supplies
- 24-hour lost key or lockout service

Customers can register for a two-year program that includes towing within 250 kilometres.

Visit BFGoodrich.ca/Tradesmen for more details.

MNA(C)I. reserves the right to modify or cancel this program at any time.

¹ Reward Card eligibility is limited to tire purchases from participating dealers only. Visit bfgoodrich.ca/tradesmen for complete offer details.
Offer expires 12/31/2019. Void where prohibited. The Reward Card expires six (6) months after issuance. No cash value. Fees apply.
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BFGoodrich®
Tires