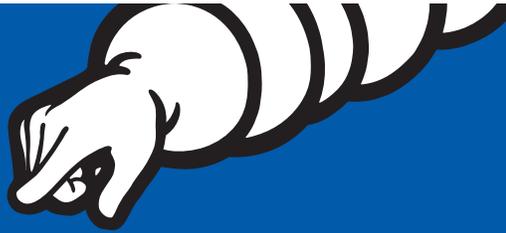


FROM JANUARY 2 TO FEBRUARY 29, 2020

GET A

\$100

MAIL-IN
REBATE



**WHEN YOU BUY 4 TIRES
FROM THE MICHELIN®
X-ICE® FAMILY****



HOW TO RECEIVE YOUR MAIL-IN REBATE:

COMPLETE AN ONLINE CLAIM

- Go to michelinpromo.ca/promo100 to request your rebate online.

OR MAIL IN A CLAIM

- Attach a copy of your detailed invoice† clearly indicating the purchase of four new MICHELIN® X-ICE® Xi3™ or Latitude® X-ICE® Xi2™ tires (between January 2 and February 29, 2020).
- Mail this claim by March 29, 2020,*** to: **Michelin X-ICE 2020 Promotion**, P.O. Box 6022, Paris, ON N3L 3W6

Please indicate your language of choice: English French

Please print legibly.

* Required information

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)

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"/>	60-Day Satisfaction Guarantee <input type="checkbox"/>
Friend/family recommendation <input type="checkbox"/>	Roadside assistance services <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- Which 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 More than 1 year from now In 1 year or less

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

†Estimates, work orders and quotations are not acceptable as proof of purchase. **Michelin knows how important it is to protect your personal information. Please consult our privacy policy at michelin.ca. This offer is not applicable at Costco or Canadian Tire. 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 expires February 29, 2020. Void where prohibited. Only new MICHELIN® X-ICE® Xi3™ or Latitude® X-ICE® Xi2™ tires are eligible. Please allow 6-8 weeks to receive your mail-in rebate. Reserved for Canadian residents only. For further information regarding the mail-in offer, please call 1-866-755-8887 or visit michelinpromo.ca/promo100. ***All claims must be postmarked no later than March 29, 2020.
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