

SAFER, WINTER AFTER WINTER

The **MICHELIN® X-Ice® Xi3™** tire stops up to 10% shorter on ice and lasts up to two times longer than leading competitors.^{1,2}



PURCHASE 4
MICHELIN®
TIRES AND GET A
MAIL-IN REBATE OF
\$70

FROM OCTOBER 5 TO NOVEMBER 30, 2012
ON PASSENGER OR LIGHT TRUCK TIRES ONLY.
SEE CLAIM FORM FOR DETAILS.



michelin.ca

T1628



1. Braking claim based on commissioned third-party ice braking test results versus Toyo® Observe GSI-5, Goodyear® Ultra Grip® Ice WRT, Bridgestone® Blizzak™ WS70™, Nokian® Hakkapeliitta R, tire size 205/55R16.

2. Longevity claim based on commissioned third-party tread wear test results versus Bridgestone® Blizzak™ WS70™, Nokian® Hakkapeliitta R, tire size 205/55R16.

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 michelin.ca/promise

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micelin.ca



HOW TO RECEIVE YOUR MAIL-IN REBATE:

- Complete this claim form
- Attach a copy of your detailed invoice* clearly indicating the purchase of four MICHELIN® Passenger or Light Truck tires (between October 5 and November 30, 2012)
- Mail before December 31, 2012 to: **Michelin Fall 2012 Promotion**
2455 Guénette Street, 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.



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Mail before December 31, 2012 with a copy of your invoice (see reverse for details) to:
MICHELIN FALL 2012 PROMOTION
2455 GUÉNETTE STREET, ST. LAURENT, QC H4R 2E9

Please print legibly

Invoice #*

Retailer name*

Mr. Mrs. 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.

T1816

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"/> | Outdoor advertising <input type="checkbox"/> |
| Direct mail <input type="checkbox"/> | Friend/Family <input type="checkbox"/> | E-mail <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

YES, I'd like to receive information about Michelin special offers, 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 Costco and Chrysler car dealerships. Retail sales only. Federal and provincial taxes will be calculated on the selling price before the rebate. Offer valid only in Canada from October 5 to November 30, 2012. 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 Canadian MICHELIN® authorized dealers. For any information regarding the mail-in offer, please call 1-888-725-0311 or visit www.michelinpromo.ca.

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