



# Valid Jan. 7, 2012 – Feb. 29, 2012

DEALER TO COMPLETE INFORMATION IN SHADED BOX.

**Buy, mount and balance any set of four (4) new MICHELIN® brand passenger or light truck tires at a Mavis Discount Tire or Cole Muffler location, and you'll receive a \$70.00 rebate by mail. Not valid on carry-outs or via mail-order. Tires must be purchased, mounted and balanced at Mavis Discount Tire or Cole Muffler.**

This promotion runs from January 7, 2012 through February 29, 2012.

Start Date

Expiration Date

Store name where tires purchased: (dealer name) Mavis Tire Supply  
Ship To or AAN #: 1266192

Mail redemption requests to:

Name: Michelin Dealer Rebate Phone #: 866-982-3466  
Address: PO Box 10527  
City: Cedar Rapids State: IA ZIP: 52410

Redemption requests must be received within one month of the promotion expiration date.

City of Mavis Discount Tire/Cole Muffler Location where you made your purchase

Invoice Number Date of Purchase  
Mo. Day Year

Year of Car Make (i.e., Ford) Model (i.e., Taurus)

Customer Information

First Name Last Name

Address Apt./Suite No.

City State ZIP Code

Phone Number (XXX-XXX-XXXX)

Please e-mail me advance notice of special offers, tire safety tips and/or new product information from Michelin.  
Michelin has a very strict privacy policy. We do not sell or rent your personally identifiable information to third parties.

E-mail Address

What is the next vehicle you plan to purchase tires for?

Year of Car Make (i.e., Ford) Model (i.e., Taurus)

Does this vehicle currently have MICHELIN® tires? (Please check one.)  
 Yes  No  Don't know

When do you expect to purchase tires for this vehicle? (Please check one.)  
 In the next 30 days  91 days to 1 year from now  
 31 to 90 days from now  More than 1 year from now

How many vehicles are in your household?  
 1  4  
 2  5 or more  
 3

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

How many years have you been a MICHELIN tire owner?  
 First time  
 Less than 5 years  
 More than 5 years

How many tires did you intend to purchase prior to learning of this promotion?  
 1  3  
 2  4

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

How did you first hear about this promotion? (Please check one.)  
 Radio  
 Direct mail  
 Newspaper  
 Salesperson in store  
 In-store display  
 Friends/Family  
 Television  
 Website  
 Outdoor advertising  
 E-mail  
 Other

Offer Terms and Conditions

Dealer is pleased to offer this rebate. In order to receive your rebate you must: (1) complete the attached redemption request form; (2) attach a receipt or legible copy of the receipt showing the purchase of four new MICHELIN® brand passenger or light truck tires at a Mavis Discount Tire or Cole Muffler, and that they were installed and balanced at a Mavis Discount Tire or Cole Muffler; and (3) mail the redemption request form and receipt to the address indicated on the redemption request form to be received within one (1) month of the promotion expiration date. Once your redemption request and supporting documents have been received and approved, your rebate will be sent to you by mail. Limit of one (1) redemption request per purchase of four new MICHELIN® brand passenger or light truck tires. No more than three (3) redemption requests per household will be redeemed. All mail-in redemption requests must be received within one (1) month of the promotion expiration date. Please allow four (4) to six (6) weeks for delivery of the rebate. This dealer is an Authorized Dealer of Michelin North America, Inc. The dealer is responsible for providing the rebate and expressly releases and holds Michelin North America, Inc., its affiliates, and its agencies harmless of all such responsibility. Sales to Original Equipment manufacturers, fleets, wholesalers, commercial accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. Offer valid at participating Michelin North America, Inc. ("Michelin") independent dealers located in the fifty (50) United States or the District of Columbia ("U.S.") during the promotion dates listed above only on purchase of any four new MICHELIN® brand passenger or light truck tires. This offer is not valid or redeemable with any other Michelin promotion or offers including, but not limited to, Michelin Americas Small Tires ("MAST") national promotions. This offer may not be combined with or used in conjunction with certificates, promotions, special offers, special rate programs, gift cards or any offer whatsoever. Tampering with, altering or falsifying purchase information or any the printed information on the redemption request constitutes fraud and will void the redemption request. All decisions made by Michelin (or its authorized representatives) relating to the validity of any submissions are final and binding. Michelin and the sponsoring dealer reserve the right to modify or discontinue this offer, in part or in whole, at any time for any reason. No cash refunds. Offer may not be assigned, traded, sold or combined with any other Michelin offer. Mail-in only. No fax or phone orders accepted. Please retain copies of the materials you submit. All requests become the property of Michelin North America, Inc. and will not be returned. Neither Michelin nor the sponsoring dealer are responsible for any lost, late, stolen, damaged, misdirected, very strict privacy policy. Michelin does not sell or rent your personally identifiable information to third parties. This promotion is subject to all federal, state and local laws and regulations. Not valid on carry-outs or via mail order. Tires must be purchased, mounted and balanced at Mavis Discount Tire or Cole Muffler. THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW.