



50 CELEBRATING MICHELIN AND SEARS PARTNERSHIP YEARS

Buy any set of four new MICHELIN® passenger or light truck tires at participating Sears locations between March 22 and April 4, 2015, and get \$70 via MasterCard® Reward Card after submission!*

There are two options for rebate submission.

- 1) For faster service, submit your redemption online now at tirerewardcenter.com. OR 2) Complete and mail in this redemption form.

To learn more, call 1-866-212-9619. Offer valid on purchases from 03/22/15 to 04/04/15. Redemption forms must be received by 05/04/15.

How to receive your \$70 via MasterCard® Reward Card:

- Purchase tires from a participating Sears location. See terms and conditions below for further details.
• Submit your redemption online at tirerewardcenter.com, or complete and mail in this redemption form.
• Attach receipt (or legible copy) showing the purchase of four new MICHELIN® passenger or light truck tires within the offer period.
• Mail to: 2015 Michelin Sears March Promotion, P.O. Box 1307, Suite 175, Milan, IL 61264.
• Not valid with any other offer. See terms and conditions below for further details.
• To check the status of your Reward Card request, visit tirerewardcenter.com.

Where did you buy your tires? (Dealer Name)
Invoice Number Date of Purchase
Year of Car Make (e.g., Ford) Model (e.g., Taurus)
Email Address
First Name Last Name
Address Apt./Suite No.
City State ZIP Code
Phone
What is the next vehicle you plan to purchase tires for?
Does this vehicle currently have MICHELIN® tires? (Please check one.)
When do you expect to purchase tires for this vehicle? (Please check one.)

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

What is your age?
18 - 25 26 - 39
40 - 55 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 2 3 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.)
Direct mail Radio
Newspaper Television
Salesperson in store Website
In-store display Email
Word of mouth Other
Outdoor advertising

Which of the following was an important contributing factor in your most recent purchase of MICHELIN® tires? (Check all that apply.)
Michelin Promise Plan™
Promotion/sale
Dealer recommendation
Friend/relative recommendation
Quality of product
30-Day Satisfaction Guarantee
Mileage warranty
Free flat change and tow service
Actual tires on display
Tires in stock
Online research (reviews, websites, etc.)
Replacing another set of MICHELIN® tires

YES! I want email notifications so I can take advantage of valuable special offers and promotions on my next tire purchase, as well as sign up for tire rotation reminders and new product information from Michelin.

Offer terms and Conditions

* Offer valid for residents of the United States only who purchase from participating Sears locations in the fifty (50) United States, District of Columbia ("U.S.") and U.S. Territories (Puerto Rico, Guam and U.S. Virgin Islands). Purchase must be completed between 03/22/2015 and 04/04/2015. Limit of one (1) redemption request (?70 MasterCard® Reward Card) per purchase of four (4) new MICHELIN® passenger or light truck tires. Limit of three (3) redemptions per household. Must be at least 18 years of age or older at time of purchase to be eligible. All requests must be postmarked or received on or before 05/04/2015. Please allow four (4) to six (6) weeks for delivery of the '70 MasterCard® Reward Card via mail. Sales to Original Equipment manufacturers, fleets, wholesalers, business accounts and purchases for resale are not eligible for this promotion. Original Equipment tires DO NOT qualify. Purchases from warehouse clubs (e.g., Sam's Club, BJ's, Costco) and other national retailers (e.g., Discount Tire, Tire Kingdom, NTB, Merchant's) are excluded from this promotion, but may be eligible for coverage under a store-specific promotion (see individual store[s] for details). In addition, purchases from any nonparticipating dealers (e.g., Walmart) are not eligible for this promotion. Tampering with, altering or falsifying purchase information constitutes fraud. All decisions made by Michelin (or its authorized representatives) relating to the validity of any submissions are final and binding. This promotion is subject to all federal, state, and local laws and regulations. Michelin reserves the right to modify or discontinue this offer, products and/or services at any time for any reason. No cash refunds. Offer may not be assigned, traded, sold or combined with any other offer or purchases under a Sears warranty. Please retain copies of the materials you submit. All requests become the property of Michelin North America, Inc., and will not be returned. Michelin is not responsible for any lost, late, stolen, damaged, misdirected, incomplete, incorrect or illegible mail. No postage-due requests. For questions regarding this promotion, please call 1-866-212-9619, Monday through Friday between 8:00 a.m. and 8:00 p.m. ET. Please reference the 2015 Michelin Sears March Promotion when calling. THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW. The Reward Card cannot be reloaded with additional funds, nor can it be used at an ATM. Reward Card expires six (6) months after issuance. For complete terms, conditions and fees, see the Cardholder Agreement in your card package. Reward Card issued by U.S. Bank National Association pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. Copyright © 2015 Michelin North America, Inc. All rights reserved.