

2017 BFGoodrich Extreme SPIFF Program

Terms & Conditions

Offer valid for owners and employees of Dealers within the SRA, RTR, AAD or WRAD channel with a current Authorized Dealer Agreement signed with TCAR for BFGoodrich® brand products. Dealer Owners within the SRA, RTR, AAD or WRAD channel may choose to Opt-Out of the offer. To opt-out the Dealer Owner must submit a request to their Michelin Sales Manager. The 2017 BFGoodrich Extreme SPIFF program ("Program") is open to sales associates of eligible dealers only. Sales associates are required to submit W-9 information and sell a minimum of twelve (12) eligible tires in order to qualify for the reward. Sales must be completed between January 1, 2017 and December 31, 2017.

IMPORTANT NOTICE: Entrants have the responsibility to review and understand their employer's policies regarding eligibility to participate in promotions. If an individual is participating in violation of their employer's policies, that individual and its employer may be disqualified from this Promotion, or from receiving prizes. Sponsor disclaims any and all liability or responsibility for disputes related to this matter.

Dealer sales associates may qualify for \$2 per tire sold of the following eligible BFGoodrich® brand tires:

- Advantage T/A®
- Advantage T/A® Sport
- Long Trail T/A® Tour
- g-Force™ Sport COMP-2™
- Commercial T/A® All-Season 2

The total number of units eligible for SPIFF claims from all sales participants from an eligible dealer "Bill To" account cannot exceed the total number of eligible tires sold by that account between January 1, 2017 and December 31, 2017. All claims must be entered online (www.bfgoodrichextremerewards.com) on or before January 7, 2018. Tampering with, altering or falsifying purchase information constitutes fraud. Michelin North America, Inc. ("Michelin") reserves the right to confirm the identity of purchaser and verify purchase details and any irregularities may result in disqualification from this and future SPIFF programs. All decisions made by Michelin (or its authorized representatives) relating to the validity of any claims are final and binding.

Allow four (4) to six (6) weeks after reaching the minimum required valid sales for delivery of your U.S. Bank Focus Card™ reloadable prepaid debit card (Focus Card). All participants will be responsible for taxes on any money earned. All claims will be validated and require copies of dealership sales receipts (invoices) reflecting the receipt number, date of sale, customer's name and address, BFGoodrich tire name and/or MSPN of tires sold, and quantity of tires sold. Sales to Lease Management, National Account, Rent-A-Car, Government Fleet Sales, Military Exchange, Public Utility, and OE Dealer Support Programs are not eligible for this program. Manufacturer or dealer warranty documents, bank card receipts, work orders, estimates, delivery orders, or a cash register or other receipt/report that does not reflect the required customer and product information will not be accepted for validation of claims.

This Program is subject to all Federal, State and local laws and regulations. Michelin reserves the right to modify or discontinue this program, products and/or services at any time for any reason. No cash refunds. Please retain copies of the materials you submit. All claims become the property of Michelin and will not be returned. Michelin is not responsible for any lost, late, stolen, damaged, misdirected, incomplete, incorrect or illegible submissions. No postage-due requests. For questions regarding this promotion, please call 1-855-308-0459, Monday through Friday between 9:00 a.m. and 6:00 p.m. Eastern Time. Please reference the 2017 BFGoodrich Extreme Rewards program when calling.

Offer may not be assigned, traded, sold or combined with any other BFGoodrich offer. THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW. The Focus Card is a reloadable prepaid debit card issued by U.S. Bank. Your funds will be automatically loaded onto the card, so be sure to retain your card for future use as needed. For complete terms, conditions and fees see the Cardholder Agreement in your card package. The Focus Card is issued by U.S. Bank National Association pursuant to a license from Visa U.S.A. Inc. © 2016 U.S. Bank Member FDIC. Copyright © 2016 MNA, Inc. All rights reserved.