

**2024 BFGoodrich Memorial Day Promotion**  
**Promo dates: 5/23/2024 – 5/30/2024**

**Full Terms and Conditions (can be 1-click away)**

\* Offer valid for residents of the United States only who purchase from a participating dealer located in the fifty (50) United States, District of Columbia ("U.S.") and U.S. territories (Puerto Rico, Guam, and U.S. Virgin Islands) ("U.S."). Purchase must be completed between 5/23/2024 and 5/30/2024. Limit of one (1) redemption request (\$60 or \$40 Visa® Reward Card or Visa® Virtual Prepaid Card) per purchase of four (4) or more new BFGoodrich passenger or light truck tires. **\$60 Visa® Reward Card or Visa® Virtual Prepaid Card** valid on purchases of four (4) or more new BFGoodrich passenger or light truck tires totaling \$900.00 or more. **\$40 Visa® Reward Card or Visa® Virtual Prepaid Card** valid on purchases of four (4) or more new BFGoodrich passenger or light truck tires totaling \$899.99 or less. Qualifying purchases of four (4) tires cannot include retailer offers in violation of BFGoodrich Tires Promotional Guidelines, including but not limited to: Buy three (3), get one (1) free or any similar combination (e.g., Buy two [2], get two [2] free), or the functional equivalent (e.g., Buy three [3], get the fourth [4<sup>th</sup>] for \$1; or get 25% off a set of four [4] tires). Limit of three (3) redemptions per household. Must be at least 18 years of age or older at the time of purchase to be eligible. **All requests must be received by 6/30/2024.** Please allow four (4) to six (6) weeks for the delivery of the \$60 or \$40 Visa® Reward Card via mail. Please allow three (3) to five (5) weeks for the delivery of the \$60 or \$40 Visa® Virtual Prepaid Card via email. Sales to Original Equipment manufacturers, fleets, wholesalers, and business accounts and purchases for resale are not eligible for this promotion. Purchases from warehouse clubs (e.g., Sam's Club, BJ's, Costco), mass merchandisers, and national retailers (e.g., Discount Tire and Big O) are excluded from this promotion but may be eligible for coverage under a store-specific promotion (see individual store[s] for details). This offer is only valid on purchases from authorized and participating BFGoodrich Tires dealers and is not stackable with any other BFGoodrich Tires manufacturer offer (for example – An eligible purchase can only be submitted to one BFGoodrich Tires manufacturer promotion; subsequent submissions of the same purchase will be disqualified). Cost of mounting, balancing, valve stems, applicable taxes, discounts applied at checkout from a retailer, etc., are not included in determining the purchase amounts under this promotion. In addition, purchases from any nonparticipating dealers are not eligible for this promotion. Tampering with, altering, or falsifying purchase information constitutes fraud. All decisions made by MNA, Inc. (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. BFGoodrich Tires reserves the right to modify or discontinue this offer, products, and/or services at any time for any reason. No cash refunds. Please retain copies of the materials you submit. All requests become the property of MNA, Inc. and will not be returned. BFGoodrich Tires 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 1-800-233-5961 Monday through Friday between 8:00 a.m. and 8:00 p.m. ET. Please reference the **2024 BFGoodrich Memorial Day Promotion** when calling. Offer may not be assigned, traded, sold, combined, or stacked with any other BFGoodrich Tires manufacturer offer. **THIS OFFER IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW.**

<sup>1</sup> BFGoodrich Tires Visa® Reward Card is issued by The Bancorp Bank, N.A., pursuant to a license from Visa U.S.A. Inc. and can be used everywhere Visa debit cards are accepted. Reward Card expires six (6) months after issuance. No cash access. The Bancorp Bank, N.A., Member FDIC. The Bancorp Bank, N.A. does not endorse or sponsor and is not affiliated in any way with any product or service offered by BFGoodrich Tires.

<sup>2</sup> BFGoodrich Tires Visa® Virtual Prepaid Card is issued by Pathward®, National Association, Member FDIC pursuant to a license from Visa U.S.A. Inc. The card may be used everywhere Visa debit cards are accepted online in the United States, US Virgin Islands, and Puerto Rico. Visa is a registered trademark owned by Visa International Service Association. Virtual Prepaid Card expires six (6) months after issuance. No cash access.

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**For CRM Emails / Dealer Communication Emails / MM.com landing page, Newspaper, Ad Modules, Quick Start, Promo Announcement Emails, InStore POP:**

**Offer (material information):**

Get up to \$60\* via Visa® Reward Card<sup>1</sup> or Visa® Virtual Prepaid Card<sup>2</sup> after online submission\* on purchases of four (4) or more new BFGoodrich passenger or light truck tires totaling \$900.00 or more. (Tire purchases totaling \$899.99 or less get \$40). Offer valid 5/23/2024 – 5/30/2024.

**Legal Disclaimers (must be in same space as offer):**

\*Reward Card or Virtual Prepaid Card eligibility is limited to tire purchases from participating dealers only. See the redemption instructions handout for details. Void where prohibited.

<sup>1</sup> BFGoodrich Tires Visa® Reward Card is issued by The Bancorp Bank, N.A., pursuant to a license from Visa U.S.A. Inc. and can be used everywhere Visa debit cards are accepted. Reward Card expires six (6) months after issuance. No cash access. The Bancorp Bank, N.A., Member FDIC. The Bancorp Bank, N.A. does not endorse or sponsor and is not affiliated in any way with any product or service offered by BFGoodrich Tires.

<sup>2</sup> BFGoodrich Tires Visa® Virtual Prepaid Card is issued by Pathward®, National Association, Member FDIC pursuant to a license from Visa U.S.A. Inc. The card may be used everywhere Visa debit cards are accepted online in the United States, US Virgin Islands, and Puerto Rico. Visa is a registered trademark owned by Visa International Service Association. Virtual Prepaid Card expires six (6) months after issuance. No cash access.

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**Smaller Ad Modules and Quick Starts:**

**Offer (material information):**

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**Radio**

**Offer (material information):**

... between 5/23 and 5/30, get up to \$60 via Reward Card after online submission with the purchase of four or more new BFGoodrich passenger or light truck tires totaling \$900.00 or more. (Tire purchases totaling \$899.99 or less get \$40).

**Legal Disclaimers (must be in same space as offer):**

See [www.bfgoodrichtires.com/promotions-and-rebates](http://www.bfgoodrichtires.com/promotions-and-rebates) for complete details. Offer expires 5/30/2024. Void where prohibited.

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**Digital**

**Web Banner / TV Static**

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**Legal Disclaimers (must be in same space as offer):**

\*See [www.BFGoodrichTires.com/Promotions-and-Rebates](http://www.BFGoodrichTires.com/Promotions-and-Rebates) for complete details. Void where prohibited.

OR (if space is limited)

\*Terms and Conditions apply. Click here to learn more.

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**Agency Asset**

**Offer (material information):**

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**Legal Disclaimers (must be in same space as offer):**

\*Terms and Conditions apply. Click here for details.

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**Social Media**

**Facebook Post Copy:**

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**Twitter Post Copy:**

**Offer (material information):**

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\*See [www.BFGoodrichTires.com/Promotions-and-Rebates](http://www.BFGoodrichTires.com/Promotions-and-Rebates) for details.

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**Instagram Post Copy:**

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**Legal Disclaimers (must be in same space as offer):**

\*See link in bio for more details.

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**Instagram Stories Copy:**

**Offer (material information):**

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**Legal Disclaimers (must be in same space as offer):**

\*Swipe up for details.

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**Videos (Social and TV)**

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