

2021 BFGoodrich® Extreme Rewards SPIFF Program

Terms & Conditions

Offer valid for United States: owners of an active Michelin dealer in good standing or are employed in a sales position and in good standing by an active Michelin dealer in good standing with MICHELIN®, BFGOODRICH®, UNIROYAL® Units (combined) per retail POS above 500 units or Monro with access to the BFGoodrich Extreme Rewards Program website, OR for Canadian residents: own an active Michelin dealer in good standing or are employed in a sales position and in good standing by an active Michelin dealer in good standing within the Direct Retailer, RWDA (Distributor with Retail) or Indirect Dealer categories (*formerly Alliance Plus Retailer, Alliance Plus Distributor (with Retail), Alliance Retailer, Indirect Dealers or Direct – Retailer*) with access to the BFGoodrich Extreme Rewards Program website.

Dealer Owners may choose to Opt-Out of the offer. To opt out, the Dealer Owner must submit a request to its Michelin Sales Manager. Sales associates and Dealer Owners are required to sell a minimum of five (5) eligible tires in order to qualify for the reward. Sales must be completed between January 1, 2021 at 12:01 a.m. ET and December 31, 2021 at 11:59 p.m. ET.

IMPORTANT NOTICE: Participants 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. Michelin disclaims any and all liability or responsibility for disputes related to this matter.

Upon meeting the requirement of selling a minimum of five (5) eligible tires, participants may qualify for \$5 per tire sold of the following eligible BFGoodrich® brand tires from January 1, 2021 at 12:01 a.m. ET to December 31, 2021 at 11:59 p.m. ET:

- Advantage T/A®
- Advantage T/A® Sport
- Advantage T/A® Sport LT
- Commercial T/A® All-Season 2
- g-Force™ COMP-2™ A/S
- g-Force™ COMP-2™ A/S Plus
- Mud Terrain T/A® KM2

- Mud Terrain T/A® KM3
- Radial T/A®

Upon meeting the requirement of selling a minimum of five (5) eligible tires, participants may qualify for \$5 per tire sold of the following eligible BFGoodrich® brand tires beginning January 1, 2021 at 12:01 a.m. ET:

- Winter T/A® KSI (available to participants in BFGoodrich Extreme Rewards located in Canada only.)

Upon meeting the requirement of selling a minimum of five (5) eligible tires, participants may qualify for \$5 per tire sold of the following eligible BFGoodrich® brand tires available to participants located in US and Canada on varying launch dates:

- Advantage Control® (SPIFF eligible beginning May 1, 2021 at 12:01 a.m. ET)
- Advantage Control® (SPIFF eligible beginning June 1, 2021 at 12:01 a.m. ET)

Beginning January 1, 2021 at 12:01 a.m. ET until December 31, 2021 at 11:59 p.m. ET, participants may earn \$100 SPIFF on each set of four (4) BFGOODRICH® All-Terrain T/A® KO2 tires sold to Tradesmen who then submit to the consumer promotion at tradesmen.tirerewardcenter.com. Once the consumer invoice and the participants invoices have been submitted and verified, you will earn \$100 SPIFF.

The total number of units eligible for SPIFF claims from all participants from an eligible dealer “Bill To” account cannot exceed the total number of eligible tires sold by that account between January 1, 2021 at 12:01 a.m. ET and December 31, 2021 at 11:59 p.m. ET. All claims must be entered online (www.bfgoodrichextremerewards.com) on or before January 31, 2022 at 11:59 p.m. ET. Each eligible participant is responsible for entering their own claims for his/her personal sales and may not submit claims for sales made by any other person. Tampering with, altering or falsifying purchase information constitutes fraud. 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 MasterCard® Prepaid Incentives Card (Canada) or U.S. Bank Focus Card (United States). 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, provincial, and local laws and regulations in the United States and Canada. 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 2021 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. Canada - Your card is a prepaid Mastercard® that can be used anywhere that Mastercard® is accepted, including mail order, online, telephone and point of sale retail merchants, subject to the terms of this Agreement. The funds loaded onto the Card by Group O ("Program Sponsor") and the balance on the card are not a deposit, and they do not establish a separate individual deposit account at Peoples Trust or any other Canadian financial institution. You will not receive interest on the balance nor on any funds loaded onto the card by the Program Sponsor. The BFGoodrich Extreme Rewards Mastercard® Prepaid Incentives Card is a reloadable card so be sure to retain your card for future use as needed. United States- The Focus Card is a reloadable prepaid debit card issued by U.S. Bank. Funds will be automatically loaded electronically once a month by the 15th day of each month. If the 15th is not a business day, funds will be loaded on the next business day after the 15th. A minimum fund load of \$24 is required. 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. © 2021 U.S. Bank Member FDIC. Copyright© 2021 MNA, Inc. All rights reserved.