

BFGOODRICH® TIRES

TRADESMEN SUPPORT PROGRAM

2020 UPDATES



Effective January 1, 2020, qualifying Tradesmen who purchase **SELECT BFGOODRICH® TIRES** (excluding non DOT tires) are eligible to receive the following benefits.

EXCLUSIVE DISCOUNTS

Offer \$70 via Mastercard® Reward Card to Tradesmen consumers after submission with the purchase of a set of 4 new select¹ BFGOODRICH® passenger or light truck tires. This offer may be combinable² with the BFGoodrich national consumer promotion.

60-DAY SATISFACTION GUARANTEE

If you're not 100% satisfied, bring the tires and original sales receipt back to the place of purchase within 60 days for credit toward a new set of tires.

Replacement tires will ideally be BFGOODRICH®, MICHELIN® or UNIROYAL® products but competitor tires will be allowed if necessary. Refunds are not allowed. Dealers will be reimbursed at acquisition price for tires removed along with mounting and balancing credit. Dealers will use 30-Day Satisfaction Claim Type 8 to submit these claims. No authorization code is required.

2-YEAR WORKSITE / ROADSIDE ASSISTANCE PLAN

This benefit is available to Tradesmen consumers who purchase a set of 4 (or more) BFGOODRICH® tires. Specific elements include:

- **24 Hour Flat Tire Changing Assistance:** We will replace a consumer's flat tire with a spare tire or tow the vehicle to the nearest authorized BFGoodrich Tires dealer, up to 150 miles, if a serviceable spare is not available.
- **24 Hour Emergency Delivery:** A service truck will deliver emergency supplies of gasoline, water, oil, or other supplies necessary. Consumers will only be responsible for the cost of the supplies.
- **24 Hour Emergency Battery Service / Roadside Assistance:** In the event a consumer is in need of a jump start, a service vehicle will be sent to help jump a dead battery. Any minor roadside adjustment that may be done incidental to a dispatched service that will allow the vehicle to continue safely under its own power will be included.
- **24 Hour Lost Key or Lockout Service:** If accidentally locked out of a vehicle, we will come to your location and unlock your vehicle.

¹ Reward Card eligibility is limited to tire purchases from participating dealers only. Visit BFGoodrichTires.com/tradesmen for complete offer details. Offer expires 12/31/2020. Void where prohibited. 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. No cash access. Fees apply. 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.

² Total rebate cannot exceed \$150 per purchase of a set of four (4) new select BFGOODRICH® tires (excludes non DOT tires).

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- *24 Hour Emergency Towing Service:* A vehicle may be towed to the nearest authorized BFGoodrich Tires dealer or maintenance facility, up to 150 miles.

CONSUMER ELIGIBILITY

All Tradesmen who submit at <https://tradesmen.tirerewardcenter.com/> and are approved for the \$70 Reward Card offer are automatically enrolled in the BFGoodrich® Roadside/Worksite Assistance program. This benefit is nontransferrable. Tradesmen must purchase a set of 4 (or more) BFGOODRICH® tires.

For questions, please call BFGoodrich® Consumer Care Department at 877-788-8899.