



# **BRIDGESTONE**

## ***Spring Promotion***

***April 1 thru  
May 1, 2010***

For drivers who want to get the most out of their cars,

***IT'S BRIDGESTONE  
OR NOTHING.***

# BRIDGESTONE

## PROMOTIONAL TIRES AND PROMOTIONAL OFFER

### \$100<sup>00</sup> TIRES

Your Customers Will Get an  
American Express branded \$100 Prepaid Card  
when they purchase a set of four of these Bridgestone tires:



Potenza  
RE050A  
Pole Position

Potenza  
RE-11

Dueler  
H/L Alenza

Dueler A/T  
Revo 2

Dueler  
H/P Sport

Turanza VorZ  
with Serenity

### \$75<sup>00</sup> TIRES

Your Customers Will Get an  
American Express branded \$75 Prepaid Card  
when they purchase a set of four of these Bridgestone tires:



Turanza  
EL400V

Potenza  
RE960AS  
Pole Position

Turanza H  
with Serenity

### \$50<sup>00</sup> TIRES

Your Customers Will Get an  
American Express branded \$50 Prepaid Card  
when they purchase a set of four of these Bridgestone tires:



Turanza  
EL400H

Potenza  
G019 Grid

Dueler  
A/T

Potenza  
RE760 Sport

### \$25<sup>00</sup> TIRES

Your Customers Will Get an  
American Express branded \$25 Prepaid Card  
when they purchase a set of four of these Bridgestone tires:



Ecopia  
EP422

Ecopia  
EP100

Dueler  
H/T

Insignia  
SE200

**CLOSE MORE BRIDGESTONE TIRE SALES!  
THIS GUARANTEE HELPS YOU GET THE ORDER!**



**DON'T MISS  
OUT - CASH IN ON  
ADDITIONAL SALES OF  
BRIDGESTONE  
TIRES**



Mr.  
Ms.

Card User First Name

Last Name

PLEASE PRINT

Mailing Address

City

State

Zip Code

Daytime Phone (     ) \_\_\_\_\_

Evening Phone (     ) \_\_\_\_\_

Invoice Date: \_\_\_\_/\_\_\_\_/2010  
Month Day

E-Mail Address

PLEASE PRINT

# Bridgestone Spring Mail-In Promotion

Promotion Dates: **April 1 – May 1, 2010.**

Postmark: **NO LATER than June 1, 2010.**

**\$100** per set of 4 tires

- ☐ Dueler™ A/T REVO 2
- ☐ Dueler™ H/L Alenza™
- ☐ Dueler™ H/P Sport™
- ☐ Potenza™ RE050A Pole Position™/RFT
- ☐ Potenza™ RE-11
- ☐ Turanza™ w/Serenity™ V/W

**\$75** per set of 4 tires

- ☐ Potenza™ RE960AS Pole Position™
- ☐ Turanza™ w/Serenity™ H
- ☐ Turanza™ EL400V/W/Z

**\$50** per set of 4 tires

- ☐ Dueler™ A/T 695
- ☐ Dueler™ A/T RH-S
- ☐ Dueler™ APT IV
- ☐ Dueler™ RVT
- ☐ HP550
- ☐ Potenza™ G019 Grid™
- ☐ Turanza™ EL400H
- ☐ Potenza™ RE760 Sport™

**\$25** per set of 4 tires

- ☐ Dueler™ H/T
- ☐ Ecopia™ EP100/EP422
- ☐ Insignia™ SE200
- ☐ Turanza™ EL400T
- ☐ Weatherforce Plus

**OFFER EXCLUDES ALL OTHER BRIDGESTONE TIRES.**

Purchase of a set of 4 eligible tires is required.

Promotion will be paid with an American Express® Branded Prepaid Card.  
Card value of up to \$100 is per each set of 4 tires.

**Not redeemable for cash.**

Please allow 10 to 12 weeks for the receipt of the Prepaid Card. (NC residents, please allow 8 weeks.)

Visit [www.bridgestonepromotions.com](http://www.bridgestonepromotions.com) to check the status of your Prepaid Card claim or to contact us.

**ELIGIBLE PURCHASE DATES: April 1 through May 1, 2010 (NO EXCEPTIONS)**  
Thank you for choosing Bridgestone tires. **Please see back for terms and conditions of offer.**

## BRIDGESTONE SPRING MAIL-IN PROMOTION TERMS AND CONDITIONS

1. Enclose store-identified, dated, ORIGINAL, final-paid invoice(s), with your name, eligible tire purchase, and mounting with this completed claim form. If more than one Prepaid Card is requested, documentation must be submitted for each eligible purchase.  
**PHOTOCOPIES WILL NOT BE ACCEPTED.**
2. Name on claim form and on invoice(s) MUST be the same. If a company name appears on invoice(s), please provide the first and last name of the entitled Card user.
3. Offer valid in the 50 United States and DC. Void where prohibited.
4. Invoices altered, forged, illegible, or defaced in any way are invalid and will automatically be deemed ineligible. **Fraudulent submissions may result in prosecution under the US Mail Fraud Statute USC Sections (18USC Sections 1341-1342).**
5. Bridgestone Americas Tire Operations, LLC, does not share, sell, or otherwise distribute customer information to third parties. The information collected herein is solely used by Bridgestone for marketing purposes and for the administration of the program.
6. Offer applies only to retail customers. It excludes commercial, fleet and group purchases, employee changeovers, and mileage warranty claims.
7. If you would like your invoice(s) returned, please submit your request in writing on a 3" x 5" piece of paper. **PLEASE NOTE: INVOICE(S) WILL BE MAILED SEPARATELY.**
8. Neither Bridgestone Americas Tire Operations, LLC, nor Bridgestone Program Headquarters are responsible for late, lost, illegible, or misdirected mail.
9. All decisions made by Bridgestone Americas Tire Operations, LLC, and Bridgestone Program Headquarters are final.
10. Prepaid Card can be used virtually anywhere that welcomes American Express® Cards in the U.S. as detailed at [www.encompasscard.com](http://www.encompasscard.com). The card is point based with 1 point = \$1 in purchasing power. Card valid for 6 months; unused points will be forfeited at midnight MST the last day of the month of the valid thru date, subject to applicable law. **Usage restrictions and guidelines apply.** Card issued in the name submitted on claim form and is not transferable. Card cannot be issued to minors. The Card cannot be used for revolving payments, or with water taxis, limousines and ATMs. **Card terms and conditions apply.** The Card is issued by American Express Incentive Services, LLC.
11. Please keep a copy of all materials mailed for future reference.



## MAIL NECESSARY DOCUMENTATION NO LATER THAN JUNE 1, 2010 TO:

BRIDGESTONE SPRING MAIL-IN PROMOTION  
PO Box 1530  
Hendersonville, TN 37077-1530



Promotion will be paid with an American Express® Branded Prepaid Card.

I had my new set of four eligible Bridgestone tires mounted on the following vehicle:

Year	Make	Model
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I have read all the TERMS AND CONDITIONS. Enclosed is my original store-identified invoice(s) indicating an eligible tire purchase, proof of mounting, and the original claim form. I hereby confirm that all information herein is valid and correct.

**SIGN HERE!**

X \_\_\_\_\_  
**PURCHASER'S SIGNATURE REQUIRED**