



## OUR PROMOTIONS ARE EXTENDED!

**Now extended to June 15, 2019!**

May 2019

Dear Valued Michelin Dealer,

### MICHELIN®, BFGOODRICH® AND UNIROYAL® CONSUMER PROMOTIONS EXTENDED

Due to the late arrival of spring, we have decided to extend our National Consumer Promotions so as to ensure success in the marketplace for our MICHELIN®, BFGOODRICH® and UNIROYAL® products.

Your customers will now be able to take advantage of the offer until Saturday, June 15, an extension from the original end date of May 15.

Please take the time to review your promotional advertising plan and make the necessary changes to reflect the extension wherever possible. Revised digital assets will be available as of May 17 on michelindealerconnect.com.

Please note that your customers are entitled to continue using existing coupons despite the original dates. We will ensure that every redemption claim is honoured as per the extended dates. All other conditions other than the extension remain unchanged.

We hope you applaud our decision and thank you for your continued support.

Sincerely,

Sylvaine Cuniberti  
Director of Marketing  
Michelin North America (Canada) Inc.

