

UP TO £100 BACK FOR YOUR CUSTOMERS!

Between **March and April**, Michelin is giving your customers the chance to claim up to £100 back when they purchase Michelin tyres!

How it works:

When your customers buy two or more Michelin tyres in a single transaction they can claim a BACS transfer online up to the following values:

TYRE SIZE	16" and 17"		18"		19" AND ABOVE	
NUMBER OF TYRES PURCHASED						
CLAIM VALUE	£15	£40	£20	£50	£40	£100

What you need to do:

1. Brief your staff about the offer and highlight the ONLINE mechanism for claiming.
2. Brief your staff with the full terms and conditions which can be found on the reverse of the A5 leaflets provided.
3. Display the eye-catching printed materials in-store.
4. Advise your customers to go online to claim their BACS transfer by following the instructions on reverse of the A5 leaflets as follows:

CUSTOMER CLAIM INSTRUCTIONS



Purchase your tyres from a participating tyre dealer.



Go to: offer.michelin.co.uk/springnational24-uk & upload an image of your receipt.



We'll send you a confirmation email and process your direct bank transfer within 60 days.

YOUR POINT OF SALE PACK

In this package you should receive:

- A2 poster
- A5 counter card
- Leaflet dispenser



A2 Posters

Place the A2 posters in prominent positions on the windows or walls to help make customers aware of the offer available.

A5 Leaflets

Place the A5 leaflets inside the leaflet dispenser and display this on the counter or coffee table to help make your customers aware of the offer available.



The Small Print

- The closing date for the promotion is 30th April 2024. Customers can submit claims until 31st May 2024, but they must have purchased tyres between 1st March and 30th April 2024 in order to claim.
- Please keep your job cards so we can check with you if there are any issues about a customer's claim submission.
- Reward values will be sent within 60 days of receipt of claims.

We hope this promotion leads to an increase in sales this Spring.

For any further clarification, to order extra materials or to simply give us your feedback, contact your Territory Business Manager.

Yours faithfully,

Michelin Marketing Team, Michelin UK and Ireland
Car, Van and 4x4

