

MARKETING BULLETIN

NATIONAL CONSUMER PROMOTIONS

EXTENDED UNTIL JUNE 12, 2026



May 22, 2026

EXTENSION OF SPRING 2026 CONSUMER PROMOTIONS

Dear dealer,

With spring weather arriving later than expected, we understand the challenges you are facing. To support your sales efforts and provide additional opportunities for consumers, we have decided to extend our current promotion until **June 12, 2026**.

We hope this will help meet both your needs and those of your clients, ensuring a successful and smooth transition into the summer season.

Thank you for your continued support. If you have any questions or need further details, please don't hesitate to reach out.

The Michelin Team

Click on these links to submit a claim:

[Michelin Spring 2026 promotion](#) \$100 on all products

[BFGoodrich Spring 2026 promotion](#) \$100 on All-Terrain* and \$70 on the other products

[Uniroyal Spring 2026 promotion](#) \$50 on all products

*\$100 on BFGoodrich All-Terrain T/A KO3, All-Terrain T/A KO2, Trail-Terrain T/A, HD-Terrain T/A KT, Mud-Terrain T/A KM3

- **Original Promotions Dates:** March 16 to May 29, 2026
- **New Promotions Dates:** March 16 to June 12, 2026
- **New Claim Submission Deadline:** July 10, 2026

ACTIONS TO TAKE:

- Inform your team (sales staff, advisors, etc...)
- Update the promotion dates on your website, if needed.
- **Cross out the old end date on the printed materials and replace it with June 12.**

NOTE: REBATE PREPAID CARD

Whenever possible, please encourage your clients to choose the **virtual card** over the physical one when submitting their claim to ensure faster delivery.

Q&A – EXTENSION OF CONSUMER PROMOTIONS

Q: Are all 3 brands' promotions being extended?

A: Yes, the extension applies to all three brands. Michelin, BFGoodrich and Uniroyal promotions.

Q: How long will the promotion be extended for?

A: The promotion will now run until **June 12**. We hope this additional time helps you maximize sales and drive customer engagement.

Q: Will the terms and conditions of the promotion remain the same?

A: Yes, the terms and conditions remain unchanged. The only update is the extended promotional period and the new date to submit the claim.

Q: Until when will consumers be able to submit their claims?

A: Consumers have until **July 10** to submit their claims. This provides an additional month after the promotion ends to complete the necessary steps.

Q: Can I continue to use the existing printed promotional materials?

A: Yes, you may continue using the existing materials. However, we recommend printing and displaying the updated promotion dates near your counter to inform consumers about the extension. **Please also cross out the old end date on the printed materials and replace it with June 12.**

For all inquiries regarding the status of claims and other requests/information, please contact the agency using the following emails and phone numbers:

Michelin: michelincanada@bhn.com

BFGoodrich: bfgoodrichcanada@bhn.com

Uniroyal: uniroyalcanada@bhn.com

Michelin: 833-202-0804

BFGoodrich: 833-202-0805

Uniroyal: 833-202-0806

For assistance regarding prepaid Mastercard cards, please contact by phone as follows:

Michelin, BFGoodrich and Uniroyal: 833-202-6610