

2021 MICHELIN CROSSCLIMATE®2 STORM PROOF PROMOTION¹



Promotion Dates: August 1, 2021 - December 31, 2021 **Submission Deadline:** January 31, 2022

STORM CATEGORY 1

Earn \$4 SPIFF per Michelin® CrossClimate®2 tire sold or DOUBLE your earnings to \$8 SPIFF per Michelin® CrossClimate®2 tire sold by completing at least three (3) Michelin® CrossClimate®2 micro learning modules by 11:59 pm ET on August 31, 2021!

STORM CATEGORY 2

The first 3,000 eligible participants that sell three (3) Sets² of Michelin® CrossClimate®2 tires will receive one (1) The North Face® All-Weather DryVent™ Stretch Jacket!



STORM CATEGORY 3

The first 1,500 eligible participants that sell five (5) Sets³ or More of Michelin CrossClimate®2 tires may receive (1) set of Michelin CrossClimate®2 for your personal vehicle at 100% off pre-tax invoice price OR 50% off pre-tax invoice price (up to a \$800 maximum value) one (1) set of four (4) Michelin® brands tires for your personal vehicle.

¹2021 Michelin Storm Proof Promotion is a limited participation promotion for direct and indirect dealers in AL, AR, AZ, CA, DE, FL, GA, HI, KS, KY, LA, MD, MO, MS, NC, NM, NV, OK, SC, TN, TX, VA and WV. See reverse side for the full terms and conditions.

²Three (3) Sets = Twelve (12) qualified Michelin® CrossClimate® 2 tires submitted to the 2021 Michelin Dealer SPIFF CrossClimate®2 Fall Promotion. An email with instructions will be sent automatically once you have qualified.

³Five (5) Sets = Twenty (20) qualified Michelin® CrossClimate® 2 tires submitted to the 2021 Michelin Dealer SPIFF CrossClimate®2 Fall Promotion. An email with instructions will be sent automatically once you have qualified.



MICHELIN® CrossClimate®2 Tire Training available.

MyPortal must be utilized for any new training completions to be qualified for this promotion.

myportal.michelingroup.com



2021 Michelin® Storm Proof Promotion United States

Category 1 – Terms and Conditions

Offer valid for citizens and legal residents of the fifty (50) United States, the District of Columbia, and the U.S. Territories (Puerto Rico, Guam, and U.S. Virgin Islands), with a current Authorized Dealer Agreement signed with Michelin North America, Inc. for MICHELIN® brand products who, at time of participant registration, entry and at the time of any fulfillment, (a) are eighteen (18) years of age or older or are the age of majority in entrant's state and (b) Direct and Indirect Retail Dealer Sales Representatives (including GM, Ford and FCA Car Dealer associates) are eligible. In order to qualify for the spiff, participating car dealers must purchase tires on program from partner wholesale partner. Dealer Owners may choose to Opt-Out of the offer. To opt out, the Dealer Owner must submit a request to its Michelin Sales Manager. Sales must be completed between August 1, 2021 at 12:01 a.m. ET and December 31, 2021 at 11:59 p.m. ET.

Promotion starts at 12:01 am Eastern Time (ET) on August 1, 2021 and ends at 11:59 pm ET on December 31, 2021 ("Promotion Period"). Submission deadline for promotion is January 31, 2022 at 11:59 pm ET. All time referenced herein is Eastern Time. Michelin's (or its representative's) clock is the official time keeping device for the Promotion.

Reward Options

Complete 3 micro-learning courses or the CrossClimate®2 Full Module by August 31, 2021 to be eligible for SPIFF. Participants that completed the training in 2020 are eligible. Upon meeting the requirement of CrossClimate®2 training, participants qualify for \$8 per tire sold of the MICHELIN® CrossClimate®2 tires from August 1, 2021 at 12:01 a.m. ET to December 31, 2021 at 11:59 p.m. ET. All micro-learning courses or the CrossClimate®2 Full Module must be completed by August 31, 2021 at 11:59 p.m. ET. If you do not complete the training by August 31, 2021, you will qualify to earn \$4 SPIFF per CrossClimate®2 tire sold.

Category 2 – Terms and Conditions

For dealer locations in the following states ONLY: Alabama, Arizona, Arkansas, California, Delaware, Florida, Georgia, Hawaii, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. Upon individual sales and submission of three (3) sets (twelve (12) tires) of Michelin CrossClimate®2 tires qualified in the 2021 Michelin Dealer SPIFF – 2021 Michelin CrossClimate®2 Fall Promotion, eligible employees of Active Michelin Direct or Indirect Dealers are eligible for one (1) The North Face® All-Weather DryVent™ Stretch Jacket. This reward is limited to the first 3,000 participants to reach individual sales of three (3) sets (twelve (12) tires) and complete (3) micro learning Michelin CrossClimate®2 modules no later than August 31, 2021 at 11:59 pm ET.

Category 3 – Terms and Conditions

These Terms of Use apply to your access to, and participation in, the ONE Perks Program ("Program") which is operated by Michelin North America, Inc., or its respective subsidiaries, licensees and affiliated companies (collectively, "Michelin") in Washington D.C., and the fifty (50) United States of America. These Terms of Use do not alter in any way the terms or conditions of any other agreement you may have with Michelin for other products and services. Michelin reserves the right to change, modify and/or eliminate the Program and/or all or any portion of these Terms of Use or any policy, FAQ, or guideline pertaining to the Program at any time and in its sole discretion. This is a trade promotion offered and open only to legal United States residents of the following states: Alabama, Arizona, Arkansas, California, Delaware, Florida, Georgia, Hawaii, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia who, at time of participant registration, (a) are employed by an Active Michelin dealer within the Direct and Indirect Retail Dealer Channel with access to the Program; and (b) are 18 or older; and (c) eligible employees from dealerships in the aforementioned states. Employees, officers and directors of Michelin, and those entities involved in the preparation of materials and/or administration of this Program, and their immediate family members (spouse, siblings, children and parents) and those living in the same household as such individuals (whether or not related) are not eligible to enter. Void wherever prohibited by law.

Promotion starts on or about 12:01 am Eastern Time (ET) on August 1, 2021 and ends at 11:59 pm ET on December 31, 2021 ("Program Period"). All time referenced herein is Eastern Time. Michelin's (or its representative's) clock is the official time keeping device for the Program.

Offer valid for employees of an Active Michelin Direct and Indirect Dealer with a current Authorized Dealer Agreement signed with Michelin for Michelin®, BFGoodrich®, and/or Uniroyal® brand products in the previously designated states of eligibility. The ONE Perks Program ("Program") is open to employees of eligible dealers only.

Reward Options

- Upon individual sales and submission of five (5) sets (twenty (20) tires) of Michelin CrossClimate®2 tires qualified in the 2021 Michelin Dealer SPIFF – 2021 Michelin CrossClimate®2 Fall Promotion, eligible employees of Active Michelin Direct or Indirect Dealers can receive a 100% discount on a purchase of one (1) set of four (4) new MICHELIN® CrossClimate®2 tires OR 50% off (up to a \$800 maximum value) one (1) set of four (4) Michelin® brands tires for personal use on the employee's registered vehicle only.
- MICHELIN® CrossClimate®2 or alternate Michelin® tires purchased through this special promotional offer will not count towards the employees allotted 8 tires per year under the ONE PERKS program. Purchases on or after August 1, 2021 may be submitted online at www.OnePerks.org. Purchases must be completed between August 1, 2021 and January 31, 2022. Limit of one (1) claim submission for personal vehicle use reward, per sales associate, during the duration of this promotion as outlined in these Terms and Conditions.
- All tire claims must be entered online (www.OnePerks.org) on or before February 28, 2022.