



DEALER REFERENCE GUIDE

CONSUMER NATIONAL REBATE PROMOTION

PROMOTION OFFER: APRIL 1 - APRIL 30, 2018



When your customers buy a set of four select Yokohama tires, they'll be eligible to receive a Yokohama Visa® Prepaid card worth up to \$70.

Original Equipment lines are not eligible.

| ELIGIBLE TREADS | | REBATE AMOUNT |
|---------------------|---------------------|---------------|
| GEOLANDAR M/T G003™ | | \$70 |
| ADVAN Sport® A/S | | \$60 |
| GEOLANDAR H/T G056™ | GEOLANDAR A/T G015™ | |
| AVID Ascend® | | \$50 |
| AVID ENVigor® | AVID ENVigor® ZPS | |
| GEOLANDAR G055™ | Tornante™* | |

*Available at select retail locations

WE'RE DRIVING BUSINESS YOUR WAY

The Spring Getaway Promotion is getting national advertising, digital, and social media support, so you can be sure your customers are going to know about it.

Google

Bing

YAHOO!



MAKE YOUR PROMOTION A SUCCESS

We're supplying you with everything you need to make this promotion a success. We've created ad slicks and online banner ads for additional local marketing support. You can email us at promotional.support@yokohamatire.com for advertising materials. So make sure your staff is informed and stock up on Yokohama tires today!



REDEMPTION DEADLINE/CUSTOMER RESOURCES

Your customers have until **May 31, 2018** to submit their rebate online at yokohamatirerebates.com. Rebate can also be submitted via mail. All promotional webpages listed below will become active when the promo begins on April 1.

Redemption Form & Rules
Download additional rebate forms and check out Official Rules at:
yokohamatire.com/springgetaway

Online Redemption
Customers can enter claims online:
yokohamatirerebates.com

Prepaid Card Delivery Status
Customers can check their card status:
yokohamatirerebates.com
or call (877) 773-7723

Prepaid Card Balance
Customers can check the balance of their card at:
prepaidcardstatus.com
or call (866) 230-3809

Rebate in the form of Yokohama Visa® Prepaid Card. Use your Visa prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Pay close attention to the expiration date printed on the front of the card. You will not have access to the funds after expiration. Prepaid card is subject to further terms, conditions, and limitations. Full rules and terms can be found at www.yokohamatirerebates.com

Encourage customers to go to yokohamatirerebates.com and submit their claim online.

