

2021 CA Government & Public Utility Campaign

ELIGIBLE PRODUCT

4 MSPNs

ELIGIBLE CUSTOMERS

All Authorized Canadian Michelin Government & Public Utility Customers

CAMPAIGN PERIOD

October 1, 2021- November 30, 2021 – Tires must be purchased by close of business on the final day of the campaign –November 30, 2021.

ENHANCEMENT: OFF-INVOICE

Earn a **per-tire off-invoice discount** on Eligible DR transactions completed during the Campaign Period.

MSPN	Tread Design	Size
\$100 Discount per Tire (CAD)		
53173	X SNOPLUS M&S	14.00R24
\$125 Discount per Tire (CAD)		
99466	X SNOPLUS M&S	17.5R25
62408	X SNOPLUS M&S	20.5R25
\$150 Discount per Tire (CAD)		
74539	X SNOPLUS M&S	23.5R25

PROCESS INFORMATION

- Enhancement is a reduction of customer's invoice price.
- The customer's on-factor will remain the same.
- Enhancement applicable to qualifying transactions only.
- Price protection will not apply.
- Product availability is first come, first served.