



# BUNDLE UP FOR WINTER



11/15-  
12/31

**BUNDLE UP AND GET A BUNDLE WHEN YOU PURCHASE A SET OF COOPER® TIRES.**

Get a \$50 reward when you buy a new set of four qualifying tires.

## US Winter Promotion November 15 - December 31, 2019

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News ads, radio script and digital graphics available <a href="http://CooperBrandTools.com">CooperBrandTools.com</a>	

\*Included in mailing kit.



Dear Cooper® Dealer:

Our Cooper® Winter promotion is kicking off November 15<sup>th</sup> – December 31<sup>st</sup>, 2019!

The Cooper® product lines and reward value included in this promotion are listed below:

**Product and Reward Value**

\$50 – Cooper Discoverer True North™, Discoverer M+S™ and Evolution Winter™

Consumers are eligible to receive a \$50 Cooper Tires reward when purchasing a new set of four (4) qualifying tires from the above list.

You are receiving a kit with materials to support this event. This kit includes:

- Final terms and conditions
- Counter card
- Reward pads

*Please note: extra kits and rewards pads can be ordered at [www.coopertireadstore.com](http://www.coopertireadstore.com).*

Additional materials are available to you at [www.cooperbrandtools.com](http://www.cooperbrandtools.com):

- Newspaper ads
- Social media posts
- Digital ads
- Radio scripts

*Keyword search: PROMOTION. For questions concerning artwork or ad templates, please email [cooperbrandtools@coopertire.com](mailto:cooperbrandtools@coopertire.com).*

Cooper® will also be providing additional support for this promotion, through the following:

- Social media posts
- Paid search keywords
- Emails to consumers
- The coopertire.com website with online reward submission, where consumers can also track the status of their reward.

Thanks for your support of this exciting Cooper® consumer promotion. Please contact me with any questions or additional needs.

Steve Sawyer  
Director of Category Management  
Cooper Tire



# COOPER TIRES REWARD OFFER

START DATE	END DATE	POSTMARK DATE	PURCHASE REQUIREMENTS																																
November 15, 2019	December 31, 2019	January 31, 2020	New set of four (4) qualifying Cooper® tires																																
<b>\$50 REWARD</b> WHEN YOU PURCHASE A SET OF FOUR (4) QUALIFYING TIRES:	PLEASE SELECT THE TIRES YOU PURCHASED: <input type="checkbox"/> \$50 Cooper® Discoverer M+S™ <input type="checkbox"/> \$50 Cooper® Evolution Winter™ <input type="checkbox"/> \$50 Cooper® Discoverer True North™	PLEASE WRITE IN THE DATE YOU PURCHASED YOUR VALID COOPER® TIRES:  <table border="1"><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>MM</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>									MM																								
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## HOW TO GET YOUR COOPER TIRES REWARD:

### 1 GET YOUR REWARD FASTER! SUBMIT ONLINE:

Go to [us.coopertire.com/promotions](http://us.coopertire.com/promotions)  
Follow the directions to enter in your name, address, purchase details and upload your receipt. Work orders will not be accepted.

### 2 MAIL-IN:

1. Complete the mail-in form below. This offer is not transferable, so the name on the mail-in form must match the name on the sales receipt. **Work orders will not be accepted.**

2. Include the original dated sales receipt showing purchase of qualifying Cooper® tires and purchase price. Circle the tires purchased on the receipt, which must be one (1) set of four (4) of the Cooper® tires listed above. Substitutions are not eligible.

3. Mail this form to the address listed to the right. Please do not use staples when sending your information.  
Keep copies of all documents for your records. Once your claim is received and approved, you will receive a Cooper Tires Visa® Prepaid Card by mail.

### MAIL TO:

Cooper Tires - Winter Promotion  
PO Box 9106  
Farmington Hills, MI 48333-9106

MAIL-IN REQUESTS MUST BE POSTMARKED  
BY THE DATE LISTED ABOVE.  
LATE SUBMISSIONS WILL NOT BE ACCEPTED.

## REQUIRED INFORMATION: PLEASE PRINT CLEARLY IN CAPITAL LETTERS.

See full Terms and Conditions on the reverse side.

NAME: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

TIRE SIZE: \_\_\_\_\_ VEHICLE YEAR: \_\_\_\_\_ VEHICLE MODEL: \_\_\_\_\_ VEHICLE MAKE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

An email address is required for checking your claim status online and receiving claim status notifications.

Check this box if you would like to receive information about Cooper Tires, special programs, and promotional offers.

FOR ASSISTANCE, PLEASE CONTACT YOUR COOPER TIRE & RUBBER COMPANY REPRESENTATIVE VIA EMAIL AT [COOPERPROMOS@360INCENTIVES.COM](mailto:COOPERPROMOS@360INCENTIVES.COM), OR CALL 1-833-237-5109, OR VISIT [US.COOPERTIRE.COM/PROMOTIONS](http://US.COOPERTIRE.COM/PROMOTIONS)

## COOPER TIRES OFFICIAL TERMS & CONDITIONS – U.S., THE DISTRICT OF COLUMBIA, AND PUERTO RICO:

1. This offer is open to legal residents of the 50 United States, the District of Columbia, and Puerto Rico making purchases in participating retail stores in those locations. This offer is not transferable and is valid only for the individual who purchased four new qualifying Cooper tires in a single transaction for personal household use. Void where restricted or prohibited by law.
2. Properly submitted and verified claims will be provided with the reward (as described below) in U.S. dollars in the form of either a (i) Cooper Tires Visa Prepaid Card to be mailed to the address provided on this official form or (ii) Cooper Tires Prepaid Visa Virtual Account\* to be emailed to the email address provided on this official form, as selected on the official form. If no selection is indicated, a Cooper Tires Visa Prepaid Card will be issued. Visa prepaid card and virtual account is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Card can be used everywhere Visa debit cards are accepted. Virtual account can be used for online, phone/mail purchases where Visa debit cards are accepted. Card or virtual account valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply. Failure to activate or use your card/virtual account will void the offer and relieve Cooper Tire & Rubber Company ("Sponsor") of any further obligation. Lost, unused, or unused balances on cards/virtual accounts will not be replaced after the expiration date. The card/virtual account is subject to the terms and conditions placed on it by its issuer. Sponsor reserves the right to substitute an alternative reward of equal or greater value.
3. This offer is contingent on the purchase of a new set of four qualifying Cooper tires (in a single transaction) from November 15, 2019 through December 31, 2019. Reward requests must be postmarked or submitted online no later than January 31, 2020 and received no later than February 15, 2020. Late submissions will not be accepted. Allow 6 to 8 weeks after Sponsor receives the request for delivery of the card/virtual account.
4. Reward Amount: Actual reward amount depends on the qualifying tires purchased and the availability of qualifying new tires at the time of purchase. \$50 reward is available for the purchase of the following qualifying tires: Cooper Discoverer M+S™, Cooper Evolution Winter™, Cooper Discoverer True North™. Substitutions are not eligible.
5. Limit of one reward per new set of four qualifying tires purchased in a single transaction. Purchases must be for household use, and offer is limited to two claims per person, family, household, email or address.
6. Requests from groups, organizations or businesses will not be accepted. Offer is not available to the affiliated dealers of Sponsor, their respective owners and employees or immediate family members of such owners or employees. Offer not valid for business or fleet vehicles. Purchaser is responsible for all applicable taxes and other fees. This offer may not be combined with any other offers from Sponsor.
7. Apply for your reward online or via mail. This offer is not transferable, so the name on the application form must match the name on the sales receipt. (1) Online: Go to [www.us.cooper-tire.com/promotions](http://www.us.cooper-tire.com/promotions). Follow the directions to enter in your name and address and upload your receipt. This is the name that will appear on your Cooper Tires Visa Prepaid Card or your Cooper Tires Visa Virtual Account. (2) Mail: Complete the mail-in form. Please print clearly in large capital letters. This is the name that will appear on your Visa prepaid card or your virtual account. Include the original dated sales receipt. All sales receipts, regardless of your submission method, must show the qualifying Cooper tires, purchase price, and tire size. Work orders will not be accepted. Circle the tires and size purchased, which must be one set of four of the qualifying Cooper tires. Substitutions are not eligible. Please do not use staples when sending your information. Please mail to: Cooper Tire "Winter 2019" Reward, P.O. Box 9106, Farmington Hills, MI 48333-9106. No reward will be issued for requests that are not properly submitted.
8. Keep copies of all documents for your records, as well as a record of the date your reward request was submitted. All submitted documents will become the property of Sponsor and will not be returned. Please allow 6 to 8 weeks after Sponsor receives the request for the delivery of your Visa prepaid card or virtual account. If card/virtual account is not received within 8 weeks, contact a Sponsor representative by calling (833) 237-5109. You must notify Sponsor of any claim of non-delivery of your Visa prepaid card or virtual account no later than April 15, 2020. Claims of "lost materials" will not be honored unless accompanied by proof of receipt of materials by Sponsor, such as proof of certified mailing. If you claim a reward was not delivered or was improperly denied, you will be required to furnish Sponsor with a copy of all materials you submitted for verification.
9. Incomplete requests will delay processing. If any request is submitted by the deadline but is incomplete, Sponsor's representative will notify the sender by mail or email, and you must resubmit the request with all missing information within 10 days of receipt of such notice, together with a copy of the notice.
10. All decisions made by Sponsor (or its authorized representatives) relating to the validity of any submissions are final and binding.
11. U.S. mail fraud statutes prohibit acts devised to defraud or obtain money or property by means of false or fraudulent pretenses if the postal system is involved. This would include, among other things, the use of fictitious or assumed names or addresses in order to receive multiple offers. Tampering with, altering or falsifying purchase information constitutes fraud. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, or unauthorized access to, or any technical failure of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software. Sponsor is not responsible for the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise. All decisions made by Sponsor (or its authorized representatives) relating to the validity of any submissions are final and binding. Sponsor reserves the right to disqualify any individual who fails to comply with these terms and conditions or who disrupts or otherwise attempts to affect the administration, security, fairness, integrity, or proper conduct of this offer. Sponsor reserves the right to confirm the identity of any reward recipient, including collecting information about the recipient from third parties. Sponsor is not responsible for delayed, postage due, illegible, damaged, mutilated, late, lost, incomplete, stolen or misdirected requests or for typographical or printing errors or other technical problems associated with, or in any materials for, this offer.
12. Sponsor reserves the right, in its sole discretion, to withdraw or amend this offer in any way, or to amend these terms and conditions without prior notice or obligation, in the event of: (i) any error, technical problem, fraud, or any other cause beyond the reasonable control of Sponsor that interferes with the proper conduct of this offer as contemplated by these terms and conditions; and/or (ii) any accident, printing, administrative or other error of any kind.
13. In the event of any discrepancy or inconsistency between these terms and conditions and any statements contained in any reward-related materials, including but not limited to the entry form, or point-of-sale, television, print, or online advertising, these terms and conditions shall prevail, govern, and control.
14. The offer is governed by, and these terms and conditions will be construed and interpreted pursuant to, the laws of the State of Ohio, without regard to conflicts of law rules that may require the application of the laws of another jurisdiction. Furthermore, by entering this offer, you agree that any and all disputes, claims, and causes of action arising out of or connected with this offer, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court or the appropriate Ohio State Court located in Hancock County, Ohio.
15. If you have questions about this offer, contact Sponsor by calling (833) 237-5109.

\* Virtual account only available for online claim submissions.



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COOPER TIRES VISA® PREPAID CARD

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BUNDLE UP AND GET  
A BUNDLE WHEN YOU  
PURCHASE A SET OF  
COOPER® TIRES.

Get a \$50 Cooper Tires Visa Prepaid Card or Virtual Account when you buy a new set of four qualifying tires.

QUALIFYING TIRES

**DISCOVERER  
TRUE NORTH™**

**DISCOVERER M+S™**

**EVOLUTION  
WINTER™**

APPLY FOR YOUR REWARD  
ONLINE OR BY MAIL.

FOR MORE INFORMATION, GO TO  
[US.COOPERTIRE.COM/PROMOTIONS](http://US.COOPERTIRE.COM/PROMOTIONS)  
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REWARD AMOUNT DEPENDS ON QUALIFYING TIRES PURCHASED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

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6. Requests from groups, organizations or businesses will not be accepted. Offer is not available to the affiliated dealers of Sponsor, their respective owners and employees or immediate family members of such owners or employees. Offer not valid for business or fleet vehicles. Purchaser is responsible for all applicable taxes and other fees. This offer may not be combined with any other offers from Sponsor.
7. Apply for your reward online or via mail. This offer is not transferable, so the name on the application form must match the name on the sales receipt. (1) Online: Go to [www.us.cooptire.com/promotions](http://www.us.cooptire.com/promotions). Follow the directions to enter in your name and address and upload your receipt. This is the name that will appear on your Cooper Tires Visa Prepaid Card or your Cooper Tires Visa Virtual Account. (2) Mail: Complete the mail-in form. Please print clearly in large capital letters. This is the name that will appear on your Visa prepaid card or your virtual account. Include the original dated sales receipt. All sales receipts, regardless of your submission method, must show the qualifying Cooper tires, purchase price, and tire size. Work orders will not be accepted. Circle the tires and size purchased, which must be one set of four of the qualifying Cooper tires. Substitutions are not eligible. Please do not use staples when sending your information. Please mail to: Cooper Tire “Winter 2019 ” Reward, P.O. Box 9106, Farmington Hills, MI. 48333-9106. No reward will be issued for requests that are not properly submitted.

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9. Incomplete requests will delay processing. If any request is submitted by the deadline but is incomplete, Sponsor's representative will notify the sender by mail or email, and you must resubmit the request with all missing information within 10 days of receipt of such notice, together with a copy of the notice.
10. All decisions made by Sponsor (or its authorized representatives) relating to the validity of any submissions are final and binding.
11. U.S. mail fraud statutes prohibit acts devised to defraud or obtain money or property by means of false or fraudulent pretenses if the postal system is involved. This would include, among other things, the use of fictitious or assumed names or addresses in order to receive multiple offers. Tampering with, altering or falsifying purchase information constitutes fraud. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, or unauthorized access to, or any technical failure of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software. Sponsor is not responsible for the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise. All decisions made by Sponsor (or its authorized representatives) relating to the validity of any submissions are final and binding. Sponsor reserves the right to disqualify any individual who fails to comply with these terms and conditions or who disrupts or otherwise attempts to affect the administration, security, fairness, integrity, or proper conduct of this offer. Sponsor reserves the right to confirm the identity of any reward recipient, including collecting information about the recipient from third parties. Sponsor is not responsible for delayed, postage due, illegible, damaged, mutilated, late, lost, incomplete, stolen or misdirected requests or for typographical or printing errors or other technical problems associated with, or in any materials for, this offer.
12. Sponsor reserves the right, in its sole discretion, to withdraw or amend this offer in any way, or to amend these terms and conditions without prior notice or obligation, in the event of: (i) any error, technical problem, fraud, or any other cause beyond the reasonable control of Sponsor that interferes with the proper conduct of this offer as contemplated by these terms and conditions; and/or (ii) any accident, printing, administrative or other error of any kind.
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14. The offer is governed by, and these terms and conditions will be construed and interpreted pursuant to, the laws of the State of Ohio, without regard to conflicts of law rules that may require the application of the laws of another jurisdiction. Furthermore, by entering this offer, you agree that any and all disputes, claims, and causes of action arising out of or connected with this offer, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court or the appropriate Ohio State Court located in Hancock County, Ohio.
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QUALIFYING TIRES

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COOPERTIRES®

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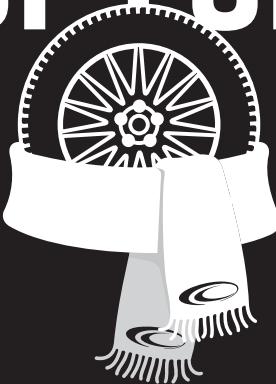


COOPERTIRES®

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DISCOVERER M+S™  
EVOLUTION WINTER™

\*GO TO US.COOPERTIRE.COM/PROMOTIONS TO SUBMIT ONLINE OR TO DOWNLOAD AN OFFICIAL MAILIN FORM AND FOR OFFICIAL TERMS & CONDITIONS. FORM AND OFFICIAL TERMS & CONDITIONS ALSO AVAILABLE AT POINT OF PURCHASE. AMOUNT OF REWARD IS BASED ON PURCHASES IN THE U.S. AND PUERTO RICO AND WILL BE MADE IN THE FORM OF A COOPER TIRES VISA PREPAID CARD OR COOPER TIRES VISA VIRTUAL ACCOUNT. VISA PREPAID CARD AND VIRTUAL ACCOUNT IS ISSUED BY METABANK®, MEMBER FDIC, PURSUANT TO A LICENSE FROM VISA U.S.A. INC. NO CASH ACCESS OR RECURRING PAYMENTS. CARD CAN BE USED EVERYWHERE VISA DEBIT CARDS ARE ACCEPTED. VIRTUAL ACCOUNT CAN BE USED FOR ONLINE, PHONE/MAIL PURCHASES WHERE VISA DEBIT CARDS ARE ACCEPTED. CARD OR VIRTUAL ACCOUNT VALID FOR UP TO 6 MONTHS; UNUSED FUNDS WILL FORFEIT AFTER THE VALID THRU DATE. TERMS AND CONDITIONS APPLY. OFFER IS IN EFFECT FOR TIRES PURCHASED FROM NOVEMBER 15, 2019 – DECEMBER 31, 2019. REWARD REQUEST MUST BE MADE BY JANUARY 31, 2020 AND RECEIVED BY FEBRUARY 15, 2019. OFFER BASED ON AVAILABILITY OF ELIGIBLE NEW TIRES AT TIME OF PURCHASE. ELIGIBLE TIRES ARE: COOPER DISCOVERER M+S™, COOPER EVOLUTION WINTER™, COOPER DISCOVERER TRUE NORTH™.

Reward amount depends on qualifying tires purchased. Void where prohibited or restricted by law.



# BUNDLE UP FOR WINTER



GET A  
**\$50**

COOPER TIRES VISA® PREPAID CARD

11/15-  
12/31

IT'S COLD OUTSIDE!  
BUNDLE UP AND  
GET A BUNDLE  
WHEN YOU  
PURCHASE A SET  
OF COOPER® TIRES.

Get a \$50 Cooper Tires Visa Prepaid Card or  
Virtual Account when you buy a new set of four  
qualifying tires.

DISCOVERER TRUE NORTH™  
DISCOVERER M+S™  
EVOLUTION WINTER™

FOR MORE INFORMATION, GO TO [US.COOPERTIRE.COM/PROMOTIONS](http://US.COOPERTIRE.COM/PROMOTIONS) OR CALL 1.833.237.5109

\*GO TO [US.COOPERTIRE.COM/PROMOTIONS](http://US.COOPERTIRE.COM/PROMOTIONS) TO SUBMIT ONLINE OR TO DOWNLOAD AN OFFICIAL MAILIN FORM AND FOR OFFICIAL TERMS & CONDITIONS. FORM AND OFFICIAL TERMS & CONDITIONS ALSO AVAILABLE AT POINT OF PURCHASE. AMOUNT OF REWARD IS BASED ON PURCHASES IN THE U.S. AND PUERTO RICO AND WILL BE MADE IN THE FORM OF A COOPER TIRES VISA PREPAID CARD OR COOPER TIRES VISA VIRTUAL ACCOUNT. VISA PREPAID CARD AND VIRTUAL ACCOUNT IS ISSUED BY METABANK®, MEMBER FDIC, PURSUANT TO A LICENSE FROM VISA U.S.A. INC. NO CASH ACCESS OR RECURRING PAYMENTS. CARD CAN BE USED EVERYWHERE VISA DEBIT CARDS ARE ACCEPTED. VIRTUAL ACCOUNT CAN BE USED FOR ONLINE, PHONE/EMAIL PURCHASES WHERE VISA DEBIT CARDS ARE ACCEPTED. CARD OR VIRTUAL ACCOUNT VALID FOR UP TO 6 MONTHS; UNUSED FUNDS WILL FORFEIT AFTER THE VALID THRU DATE. TERMS AND CONDITIONS APPLY. OFFER IS IN EFFECT FOR TIRES PURCHASED FROM NOVEMBER 15, 2019 - DECEMBER 31, 2019. REWARD REQUEST MUST BE MADE BY JANUARY 31, 2020 AND RECEIVED BY FEBRUARY 15, 2019. OFFER BASED ON AVAILABILITY OF ELIGIBLE NEW TIRES AT TIME OF PURCHASE. ELIGIBLE TIRES ARE: COOPER DISCOVERER M+S™, COOPER EVOLUTION WINTER™, COOPER DISCOVERER TRUE NORTH™.

REWARD AMOUNT DEPENDS ON QUALIFYING TIRES PURCHASED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.



## BUNDLE UP FOR WINTER DEAL – :50/:10

(:50 VO)

It's cold outside! This winter bundle up with a Cooper Tires' promotion. When you buy a new set of four qualifying Cooper® tires, you can get a fifty dollar Cooper Tires reward.

'Tis the season for snowy commutes and long drives. You need the dependability and performance that Cooper® tires are known for to get you there with confidence.

Choose from Discoverer True North™, Discoverer M+S™, and Evolution Winter™.

Don't miss out on a fifty-dollar Cooper Tires reward when you buy a new set of four qualifying tires November 15 to December 31.

Visit us dot CooperTire dot com slash promotions for forms, terms, and conditions. Or see a Cooper Tires retailer for your new set of tires today.

(:10 VO RETAILER)

Visit [Retailer Name - Retailer address]. Or visit us online at [Retailer URL].

## BUNDLE UP FOR WINTER DEAL – :30

(:30 VO)

It's cold outside! This winter bundle up with a Cooper Tires' promotion. When you buy a new set of four qualifying Cooper® tires between November 15 to December 31, you can get a \$50 Cooper Tires reward.

Choose from Discoverer True North™, Discoverer M+S™, and Evolution Winter™.

Visit us dot CooperTire dot com slash promotions for forms, terms, and conditions. Or see a Cooper® Tires retailer for your new set of tires today.

## BUNDLE UP FOR WINTER DEAL – :25/05

(:25 VO)

It's cold outside! This winter bundle up with a Cooper Tires' promotion. When you buy a new set of four qualifying Cooper Tires from November 15 to December 31, you can get a fifty-dollar Cooper Tires reward.

Choose from Discoverer True North™, Discoverer M+S™, and Evolution Winter™.

Visit [us.cooper-tire.com/promotions](http://us.cooper-tire.com/promotions) for forms, terms, and conditions. Or see a Cooper® Tires retailer for your new set of tires today.

(:05 VO RETAILER)

Visit [Retailer Name] at [Retailer address].