

## Ford Promotion Overview

### Exclusive promotion with Firestone and Ford

#### PROMOTION DETAILS:

**September 7 – October 3, 2021**

Ford Dealers can offer consumers \$60 off a set of 4 eligible Firestone All-Weather tires.

**Patterns:** WeatherGrip, Destination AT2 & Destination XT

Consumers can claim their rebate at:  
[FirestoneRewards.com/Dealer/FordCanada](https://FirestoneRewards.com/Dealer/FordCanada).

Looking to advertise this promotion? Please leverage the approved SMS messaging, email subject line and email image below.

#### SMS TEXT MESSAGE COPY

##### Option 1

Need all-weather tires to keep you going all year long? Buy 4 eligible Firestone WeatherGrip, Destination XT or AT2 tires and get \$60 back by mail. Restrictions apply. [qrco.de/bcHrAm](https://qrco.de/bcHrAm)

##### Option 2

Limited offer from Firestone and Ford! Get \$60 back by mail when you purchase 4 eligible Firestone All-Weather tires. Restrictions apply. [qrco.de/bcHrAm](https://qrco.de/bcHrAm)

#### EMAIL SUBJECT LINE AND IMAGE ►

##### Option 1

Email Subject line: Get \$60 off 4 Firestone Tires

##### Option 2

Email Subject line: Exclusive Firestone and Ford Promotion



**WEATHERGRIP**

**DESTINATION AT2**

**DESTINATION XT**



**GET \$60 BACK BY MAIL**  
ON A FIRESTONE VISA<sup>1</sup> PREPAID CARD<sup>2</sup> WHEN YOU BUY A SET OF 4 ELIGIBLE FIRESTONE TIRES<sup>3</sup>

OFFER VALID SEPTEMBER 7 – OCTOBER 3, 2021

<sup>1</sup>Eligible tires: WeatherGrip, Destination AT2, Destination XT. Purchase a set of four Firestone tires to be eligible for the \$60 reward. Excludes online retail purchase. Limit 2 claims per household. Valid only at participating locations. Claim submission required. Not combinable with other offers. Card restrictions apply. Void where prohibited. See [FirestoneRewards.com](https://FirestoneRewards.com) for details.

<sup>2</sup>The Visa Prepaid Card is issued by Peoples Trust Company pursuant to a license by Visa Int. No cash access or recurring payments. Please allow 10-12 weeks for the receipt of the prepaid card. Card valid for up to 8 months; unused funds will be forfeited at midnight EST the last day of the month of the valid thru date. Card terms and conditions apply; see [MyPrepaidCenter.com/site/visa-univ-can](https://MyPrepaidCenter.com/site/visa-univ-can).

<sup>3</sup>Trademark of Visa Int., used under license.

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