



US Promotion Spring 2020

CONTENTS

Letter*	2
Counter card*	3
Radio scripts	4-5
Redemption pad*	6-7
Terms and conditions*	8-9
News ads, radio and digital graphics (available CooperBrandTools.com)	

*Included in mailing kit.



COOPER TIRE & RUBBER COMPANY
701 Lima Avenue • Findlay, OH 45840 • 419.423.1321

Dear Cooper® Dealer:

Our Cooper® spring USA promotion is kicking off March 19 to April 20, 2020!

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

Product and Reward Value

\$50 – Cooper CS5 Ultra Touring™ and CS5 Grand Touring™

\$60—Cooper Discoverer® SRX™

\$70—Cooper Discoverer® AT3^{4S}™, Cooper Discoverer® AT3^{LT}™, Cooper Discoverer® AT3^{XL}™

Consumers are eligible to receive up to a \$70 Cooper Tires reward when purchasing a new set of four (4) qualifying tires from the above list.

Key notes:

Dealers will be 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.

Additional materials are will be available to you at 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.

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.

Adam Zickert
Senior Manager-Trade and Consumer Promotions
Cooper Tire



GET ROAD READY

WITH A
NEW SET OF TIRES

3/19-4/20

SPRING IS HERE, AND SO IS OUR BIG DEAL. JUMP-START THE SEASON WITH UP TO A

\$70

COOPER TIRES VISA® PREPAID CARD OR VIRTUAL ACCOUNT WHEN YOU BUY A NEW SET OF FOUR QUALIFYING TIRES.*

QUALIFYING TIRES

\$70 REWARD

DISCOVERER® AT3^{4S}™

DISCOVERER® AT3^{LT}™

DISCOVERER® AT3^{XLT}™

\$60 REWARD

DISCOVERER® SRX™

\$50 REWARD

CS5 GRAND TOURING™

CS5 ULTRA TOURING™

APPLY FOR YOUR REWARD ONLINE OR BY MAIL.

FOR MORE INFORMATION, GO TO
[US.COOPERTIRE.COM/PROMOTIONS](https://www.us.coopertire.com/promotions)
OR CALL 1.833.237.5109

*GO TO [US.COOPERTIRE.COM/PROMOTIONS](https://www.us.coopertire.com/promotions) TO SUBMIT ONLINE OR TO DOWNLOAD AN OFFICIAL MAIL-IN 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., THE DISTRICT OF COLUMBIA AND PUERTO RICO, AND WILL BE PROVIDED IN THE FORM OF A COOPER TIRES VISA PREPAID CARD OR COOPER TIRES VISA VIRTUAL ACCOUNT. VISA PREPAID CARD OR 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 EVERYWHERE VISA DEBIT CARDS ARE ACCEPTED FOR ONLINE, OR PHONE/MAIL ORDER PURCHASES. NO CASH ACCESS OR RECURRING PAYMENTS. VALID FOR UP TO 6 MONTHS. TERMS AND CONDITIONS APPLY, SEE [HTTPS://MYPREPAIDCENTER.COM/SITE/VISA-PROMO](https://myprepaidcenter.com/site/visa-promo) OR [HTTPS://MYPREPAIDCENTER.COM/SITE/VISA-VIRTUAL](https://myprepaidcenter.com/site/visa-virtual). THE REWARD IS NOT TRANSFERABLE AND IS VALID ONLY FOR THE INDIVIDUAL WHO PURCHASED FOUR (4) NEW QUALIFYING TIRES IN A SINGLE TRANSACTION FOR PERSONAL HOUSEHOLD USE. OFFER IS IN EFFECT FOR TIRES PURCHASED FROM MARCH 19, 2020-APRIL 20, 2020. REWARD REQUEST MUST BE MADE BY MAY 20, 2020 AND RECEIVED BY JUNE 20, 2020. OFFER BASED ON AVAILABILITY OF QUALIFYING NEW TIRES AT TIME OF PURCHASE. QUALIFYING TIRES ARE: COOPER CS5 GRAND TOURING™, COOPER CS5 ULTRA TOURING™, COOPER DISCOVERER® SRX™, COOPER DISCOVERER® AT3 4S™, COOPER DISCOVERER® AT3 LT™, COOPER DISCOVERER® AT3 XLT™.

REWARD AMOUNT DEPENDS ON QUALIFYING TIRES PURCHASED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. **AVAILABLE AT SELECT RETAILERS ONLY.

Cooper® Spring Promotion - :50/:10

Spring is here. Get road ready with a new set of Cooper® tires. From now until April twentieth, when you buy four qualifying Cooper® tires, you can claim up to a seventy-dollar Cooper Tires reward.

Jump-start the driving season with tires you can rely on to take you where you want to go. Choose from a range of options designed for superior performance, like the Discoverer® AT3™ family of tires, Discoverer® SRX™, CS5 Ultra Touring™, and CS5 Grand Touring™.

Don't miss the chance to claim up to a seventy-dollar Cooper Tires reward when you buy a set of four qualifying Cooper® tires from March nineteenth to April twentieth.

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

:10 VO DEALER

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

Cooper® Spring Promotion - :30

Spring is here! Get road ready with a brand new set of tires from Cooper Tires. From now until April twentieth, when you buy four qualifying Cooper® tires, you can claim up to a seventy-dollar Cooper Tires reward.

Jump-start the season with great options like the Discoverer® AT3™ family of tires, Discoverer® SRX™, CS5 Ultra Touring™, and CS5 Grand Touring™.

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

Cooper® Spring Promotion - :25/:05

Spring is here! Get road ready with a big deal from Cooper Tires. From now until April twentieth, when you buy four qualifying Cooper® tires, you can claim up to a seventy-dollar Cooper Tires reward.

Jump-start the season with great options like the Discoverer® AT3™ family of tires, Discoverer® SRX™, CS5 Ultra Touring™, and CS5 Grand Touring™.

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

:05 VO DEALER

Visit [Dealer Name] at [Dealer address].

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 (4) 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 Tire 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 everywhere Visa debit cards are accepted for online, phone/mail purchases. Card or virtual account valid for up to 6 months; unused funds will forfeit after the valid thru date which can be found printed on the card or included with the virtual card. 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. See <https://myprepaidcenter.com/site/visa-promo> or <https://myprepaidcenter.com/site/visa-virtual>. 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 (4) qualifying Cooper tires (in a single transaction) from **March 19, 2020 through April 20, 2020. Reward requests must be postmarked or submitted online no later than May 20, 2020 and received no later than June 20, 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:** Amount of the reward depends on the qualifying tires purchased and the availability of qualifying new tires at the time of purchase. A \$50 reward is available for the purchase of the following qualifying tires purchased as a set of four (4): Cooper CS5 Grand Touring™, Cooper CS5 Ultra Touring™. A \$60 reward is available for the following qualifying tires purchased as a set of four (4): Cooper Discoverer SRX™. A \$70 reward is available for the following qualifying tires purchased as a set of four (4): Cooper Discoverer AT3 4S™, Cooper Discoverer AT3 LT™, Cooper Discoverer AT3 XLT™. Substitutions are not eligible.
5. **Limit of one reward per new set of four (4) 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. **Work orders and online order confirmations will not be accepted unless accompanied by a final invoice or receipt.** (1) Online: Go to www.us.coopertire.com/promotions. Follow the directions to enter 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. Circle the tires and size purchased, which must be one set of four (4) of the qualifying Cooper tires. Substitutions are not eligible. Please do not use staples when sending your information. Please mail to: **Cooper Tire “Spring 2020” 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 July 20, 2020. Claims of “lost materials” will not be honored unless accompanied by proof of receipt of materials by Sponsor. 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 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. 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 rewards, shall be resolved individually, without resort to any form of class action, and exclusively by the 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.

Cooper Tire 2020 Spring Tire Reward

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 (4) 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 Tire 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 everywhere Visa debit cards are accepted for online, phone/mail purchases. Card or virtual account valid for up to 6 months; unused funds will forfeit after the valid thru date which can be found printed on the card or included with the virtual card. 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. See <https://myprepaidcenter.com/site/visa-promo> or <https://myprepaidcenter.com/site/visa-virtual>. 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 (4) qualifying Cooper tires (in a single transaction) from **March 19, 2020 through April 20, 2020. Reward requests must be postmarked or submitted online no later than May 20, 2020 and received no later than June 20, 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: Amount of the reward depends on the qualifying tires purchased and the availability of qualifying new tires at the time of purchase. A \$50 reward is available for the purchase of the following qualifying tires purchased as a set of four (4): Cooper CS5 Grand Touring[™], Cooper CS5 Ultra Touring[™]. A \$60 reward is available for the following qualifying tires purchased as a set of four (4): Cooper Discoverer SRX[™]. A \$70 reward is available for the following qualifying tires purchased as a set four (4): Cooper Discoverer AT3 4S[™], Cooper Discoverer AT3 LT[™], Cooper Discoverer AT3 XLT[™]. Substitutions are not eligible.
5. **Limit of one reward per new set of four (4) 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. **Work orders and online order confirmations will not be accepted unless accompanied by a final invoice or receipt.** (1) Online: Go to www.us.coopertire.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. Circle the tires and size purchased, which must be one set of four (4) of the qualifying Cooper tires. Substitutions are not eligible. Please do not use staples

when sending your information. Please mail to: **Cooper Tire “Spring 2020” 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 July 20, 2020. Claims of “lost materials” will not be honored unless accompanied by proof of receipt of materials by Sponsor. 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 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. 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 rewards, shall be resolved individually, without resort to any form of class action, and exclusively by the 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.