

2024 CA X Snoplus Sell-out Campaign

ELIGIBLE PRODUCT

Select Michelin X Snoplus MSPNs (See Below)

ELIGIBLE CUSTOMERS

All authorized Michelin North American Fleet Account (NAFA) customers and Non-NAFA purchasers (i.e. local billed sales)

CAMPAIGN PERIOD

September 1, 2024 – November 30, 2024

ENHANCEMENT

- NAFA customers: earn a deferred rebate via a credit on invoiced sales (purchases via a delivery receipt) during the Campaign Period
- Non-NAFA purchasers will earn deferred rebate via authorized Michelin North American dealer

MSPN	MSPN Description	Rebate Amount
53173	14.00 R24 X SNOPLUS M+S L2T TL *TG	\$150
99466	17.5 R25 X SNOPLUS M+S L2T TL *TG	\$250
62408	20.5 R25 X SNOPLUS M+S L2T TL *	\$375
74539	23.5 R25 X SNOPLUS M+S L2T TL *	\$375

CAMPAIGN ELEMENTS PROCESS INFORMATION

- For Non-NAFA purchasers, Dealer to provide Michelin Account Executive with a copy of the customer invoice to validate Eligible Product and enhancement. The AE will then request a sales credit via the SB process in SFDC.
- All purchases must be invoiced by November 30, 2024
- Enhancement applicable to qualifying transactions of eligible products only
- Product availability is first come, first served
- Price protection will not apply