



2020 Government & Public Utility Sellout Campaign

ELIGIBLE PRODUCT

14 MSPNs (See page 2)

ELIGIBLE DEALERS

All Authorized Michelin Earthmover Direct Dealers who participated in the 2020 X Snoplus & CrossGrip Early Booking Campaign.

CAMPAIGN PERIOD

August 1, 2020- December 31, 2020 – Tires must be sold by close of business on the final day of the campaign – December 31, 2020.

ENHANCEMENT: SELL-OUT

Earn a **per-tire** deferred rebate* (see page 2) on Eligible GS/GU transactions completed during the Campaign Period.

- * *Tracked throughout and paid monthly.*
- * *Applies to GS/GU transactions of Eligible Product Lines.*

CAMPAIGN ELEMENTS

UNIT GOAL

- No Goal

PROCESS INFORMATION

- Dealer to provide ESM with copy of invoice to Government/Public Utility account and copy of GS/GU claim.
- Dealer generated invoice must list the campaign enhancement applied to the sale (see page 2 for campaign enhancement offered by Michelin).
- ESM will issue a sales support claim (SB claim) to facilitate the credit to Eligible Dealers for the Campaign Enhancement.
- Campaign Enhancement will be issued monthly.
- Final campaign invoice submissions must be received by January 29, 2021.
- Payment calculated on GU/GS transactions only.
- Price protection will not apply
- Product availability is first come, first served.

Rebate Eligible Products

MSPN	Tread Design	Size	Conversion
\$40 Rebate per Tire			
97221	Crossgrip	250/80R16	
31129	Crossgrip	340/80R18	12.5/80R18
15827	Crossgrip	360/80R24	13.6R24
76135	Crossgrip	400/80R24	16.0/80R24
74806	Crossgrip	440/80R24	16.9R24
11050	Crossgrip	460/70 R24	17.5R24
63574	Crossgrip	500/70R24	19.5R24
38141	Crossgrip	400/80 R28	16.0/80R28
52613	Crossgrip	440/80R28	16.9R28
06819	Crossgrip	480/80R38	18.4R38
\$100 Rebate per Tire			
53173	X SNOPLUS M&S	14.00R24	
\$150 Rebate per Tire			
99466	X SNOPLUS M&S	17.5R25	
62408	X SNOPLUS M&S	20.5R25	
\$200 Rebate per Tire			
74539	X SNOPLUS M&S	23.5R25	