

BRIDGESTONE

NEW

YOU COULD
INSTANTLY WIN[^]
\$10,000 ON A BRIDGESTONE VISA[®] PREPAID CARD^{**} OR OTHER GREAT PRIZES
GIVEN AWAY DAILY
WITH A PURCHASE OF 4 ELIGIBLE BRIDGESTONE TIRES

[^]GO TO BRIDGESTONEWIN.COM WITH YOUR RECEIPT TO SEE IF YOU'RE A WINNER!

NO PURCHASE NECESSARY
See page 2 for details



BUY A SET OF
FOUR ELIGIBLE
BRIDGESTONE TIRES
AND RECEIVE A

\$70

BRIDGESTONE
VISA[®] PREPAID
CARD¹ BY MAIL²



Offer valid July 25th – August 21st, 2016

RIO 2016 OLYMPIC GAMES
NATIONAL PROMOTION CAMPAIGN GUIDE

BRIDGESTONE'S WINNING LINEUP



ELIGIBLE TIRES

DRIVEGUARD™

ECOPIA™

- ▶ Ecopia EP422
- ▶ Ecopia EP422 Plus

TURANZA™

- ▶ Turanza Serenity Plus

POTENZA™

- ▶ Potenza S04 Pole Position
- ▶ Potenza RE050
- ▶ Potenza RE050A
- ▶ Potenza RE11**
- ▶ Potenza RE71R††
- ▶ Potenza RE760 Sport
- ▶ Potenza RE960AS Pole Position RFT
- ▶ Potenza RE970AS Pole Position
- ▶ Potenza RE97AS

DUELER™

- ▶ Dueler H/L 422 Ecopia
- ▶ Dueler H/L Alenza
- ▶ Dueler H/L Alenza Plus
- ▶ Dueler A/T Revo 2
- ▶ Dueler HP Sport
- ▶ Dueler HP Sport AS



* Certain restrictions & limitations apply. See warranty manual for details.

†† Not covered by 30-Day Buy & Try Guarantee.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Promotion entry begins July 25, 2016 at 12:00:01 AM PT. Promotion entry must be completed no later than August 21, 2016 at 11:59:59 PM PT. Open only to legal residents of the 50 U.S. & D.C., 18 or older. **For your chance to win without purchase,** go to www.BridgestoneWin.com/466546. Limit two (2) chances to win per person/email address. Prizes randomly time-seeded daily. Prizes awarded subject to verification. Unclaimed prizes may not be awarded. See Official Rules at www.BridgestoneWin.com or available by request in-store. Void where prohibited.

Visa Prepaid Card may be used anywhere Visa debit cards are accepted. Please allow 8-10 weeks for receipt. Bridgestone Visa Prepaid Card issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC. The Prepaid Card is given to you as a prize and no consideration, value or money has been paid by you for the card. Winner is solely responsible for any taxes on their prize. Card valid thru 12/31/18. Funds do not expire, a Monthly Maintenance Fee will be applied beginning the thirteenth (13) month of issuance. Card terms and conditions apply; see BridgestoneWin.com/CardTerms. Visa and the Visa logo are registered trademarks of Visa U.S.A. Inc. Neither The Bancorp Bank nor Visa U.S.A. Inc. are a Sponsor of or affiliated with this Promotion.

**Limit one \$10,000 Visa Prepaid Card daily fulfilled by mail.

† \$70 Visa Prepaid Card may be used anywhere Visa debit cards are accepted. Cards issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC. Card is issued in connection with a reward. Card terms and conditions apply; see www.BridgestoneRewards.com/CardTerms.

‡ Excludes Blizzak. Claim form required. Offer valid Jul 25 – Aug 21, 2016. Restrictions apply. See claim form for details.

Sponsor: Bridgestone Americas Tire Operations, LLC, Nashville, TN 37214.

Artwork subject to change.

DRIVING SALES WITH A WINNING CUSTOMER INCENTIVE

For the first time ever, a daily winner will be named on top of a Bridgestone national promotion! Your customer can instantly win a \$10,000 Bridgestone VISA® Prepaid Card or other great prizes given away daily on a set of four eligible Bridgestone tires. After completion of transaction, remind them to upload their receipt at **BridgestoneWin.com** to see if they are a winner of 1 of 52 daily prizes:



DAILY CUSTOMER PRIZES

GOLD



1 \$10,000 BRIDGESTONE VISA® PREPAID CARD DAILY

SILVER



1 \$1,000 BRIDGESTONE VISA® PREPAID CARD DAILY

BRONZE



50 \$50 BRIDGESTONE VISA® PREPAID CARDS DAILY

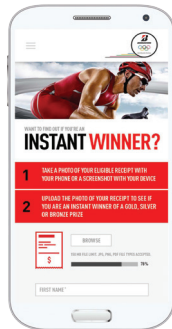
5 EASY STEPS TO ENTER



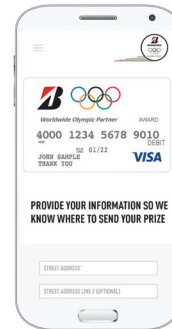
STEP 1.
The customer visits a participating Bridgestone Tire retail location.



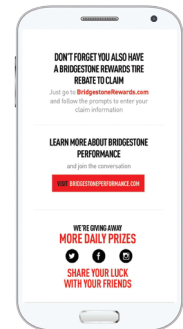
STEP 2.
The customer purchases a set of 4 eligible Bridgestone Tires and after completion of the transaction will receive a receipt.



STEP 3.
The customer will take a picture of their receipt, visit BridgestoneWin.com and upload the picture to the site. They will enter their basic personal information and be asked to accept the terms of the Official Rules.



STEP 4.
Unofficial winners will be determined instantly and then asked to provide some final information for prize fulfillment.



STEP 5.
All purchase participants are thanked for purchasing an eligible set of Bridgestone Tires and directed to BridgestoneRewards.com to submit their \$70 rebate claim.

WE MAKE IT EASY FOR YOU AND YOUR TEAM TO EARN PRIZES!

When your customer wins at your store, you and your teammates may win a prize too! Go to MyBridgestoneEducation.com to learn details of our Olympic Games Retail Promotion and refresh your training on Bridgestone tires. Complete your training to learn more about the customer instant win game and register to participate in the Olympic dealer incentives. Training courses are available before and during the promotion June 20th– August 21st, 2016.

PRIZES FOR YOU AND YOUR TEAM

GOLD



**\$100 BRIDGESTONE VISA®
PREPAID CARD
PER ELIGIBLE
SALES ASSOCIATE**

SILVER



**\$50 BRIDGESTONE VISA®
PREPAID CARD
PER ELIGIBLE
SALES ASSOCIATE**

BRONZE



**\$20 BRIDGESTONE VISA®
PREPAID CARD
PER ELIGIBLE
SALES ASSOCIATE**

5 EASY STEPS TO ENSURE YOU WIN WHEN YOUR CUSTOMERS WIN!

(Maximum of 10 per store)



STEP 1.

Associate goes to MyBridgestoneEducation.com, completes the Promotion Course training and registers to be part of their retail location's Olympic team and eligible for Olympic level Driving Force payout.



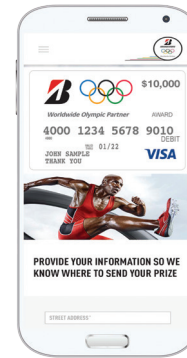
STEP 2.

Associate receives a Bridgestone Olympic pin for registering, delivered to the address provided. (Available while supplies last).



STEP 3.

Beginning July 25, the Dealer Associate sells eligible Bridgestone Tires and helps the customer understand how to find out if they're an instant-winner.



STEP 4.

If the customer wins based upon the sale of an eligible set of Bridgestone Tires at their location, the registered Dealer Associates in that location will also win a prize (up to 10 eligible teammates).



STEP 5.

Associates will be notified to their registered email if they have won a Gold, Silver or Bronze associated prize because a customer won at their retail location.

NO PURCHASE NECESSARY. Must be a legal US resident, 18 or over, and an employee of a participating Bridgestone Affiliated Retailer Nationwide Network Retailer. Register between 6/20/16 at 12:00:01 AM PT and 8/21/16 at 11:59:59 PM PT. Up to (10) employees at Retailer will win prize if consumer making eligible tire purchase at Retailer is verified as a prize winner in the Bridgestone BOSS Olympic Game, offered 7/25/16 to 8/21/16. Limit (1) prize per employee. Prize award subject to written company policy of Retailer. Prizes offered to employees in this Promotion are not the same as prizes offered in the Bridgestone BOSS Olympic Game. For odds, additional restrictions for on-line Retailers and other important information, see Official Rules at www.MyBridgestoneEducation.com.

Visa Prepaid Card may be used anywhere Visa debit cards are accepted. Please allow 8-10 weeks for receipt. Bridgestone Visa Prepaid Card issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC. The Prepaid Card is given to you as a prize and no consideration, value or money has been paid by you for the card. Winner is solely responsible for any taxes on their prize. Card valid thru 12/31/18. Funds do not expire, a Monthly Maintenance Fee will be applied beginning the thirteenth (13) month of issuance. Card terms and conditions apply; see BridgestoneWin.com/CardTerms. Visa and the Visa logo are registered trademarks of Visa U.S.A. Inc. Neither The Bancorp Bank nor Visa U.S.A. Inc. are a Sponsor of or affiliated with this Promotion.

ENGAGING THE CUSTOMER!

NATIONAL TELEVISION SUPPORT

Airing Over **260** Times across Trials and Games



- Delivering close to **400** million impressions
- Presence in Opening Ceremonies
- Full Tire Category exclusivity
- 6 Custom Performance Moments features



Reflects expected presence on key networks included in the NBC Universal Olympic package as purchased by Bridgestone. Networks owned and operated by NBC Universal.

PROMOTION POINT - OF - PURCHASE KIT

If you received an incomplete P.O.P. kit please call 1-800-860-0059, reference TE6100072.



Check out new Bridgestone Olympic P.O.P. materials on BridgestoneMarketing.com. This kit is available to order for \$100.00, reference TE6530611.



Reusable Display Panels



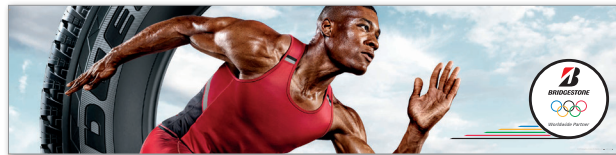
Window Cling



Table Tent Easel



Counter Mat



Bay Banner



Tear Pad



Tire Insert



1 Pennant String



1 Window Cling



1 Tire Stack Cover



Bridgestone Americas Tire Operations
Retail Marketing Support
535 Drive
Nashville, TN 37214

HELPFUL CHECKLIST FOR PLANNING PROMOTIONS AT YOUR STORE.

Action Dates	Campaign Tasks
45 Days Before Promotion Starts	<input type="checkbox"/> Determine metrics for a successful promotion <input type="checkbox"/> Order Turnkey Flyers <input type="checkbox"/> Customize Print E-Z Ads
35 Days Before Promotion Starts	<input type="checkbox"/> Go to MyBridgestoneEducation.com to learn the details of the Olympic Games Retail promotion and refresh your training on Bridgestone tires
15 - 30 Days Before Promotion Starts	<input type="checkbox"/> Download Email Template and customize for your newsletter <input type="checkbox"/> Download Banner Ads and send to web administrator and/or Digital Ad Networks <input type="checkbox"/> Download TV spots and send to media outlet for tagging and placement <input type="checkbox"/> Download radio spots and/or script and send to local radio station and/or digital radio outlet for tagging and placement
Within One Week of Promotion Start	<input type="checkbox"/> Receive Point-of-Purchase Display
Night Before or Morning of Promotion Start	<input type="checkbox"/> Put up Point-of-Purchase Display
During the Promotion	<input type="checkbox"/> Make sure Banners on your website link to important web page with promotion information or an E-Z Ad <input type="checkbox"/> Participate in social media via Bridgestone Social Solution or via your normal process
End of Promotion	<input type="checkbox"/> Take down promotional Point-of-Purchase Display <input type="checkbox"/> Update your showroom with product or brand P.O.P.

Social Media & Key Contacts

Access Advertising Materials & Retail Marketing Support	BridgestoneMarketing.com Support@BridgestoneMarketing.com 1-800-792-8807
Bridgestone Social Solution	BridgestoneSocialSolution.com/Enroll SocialSolution@BridgestoneMarketing.com 1-800-792-8807
Consumer Reward Center for National Promotion Campaigns	Bridgestone Reward Center BridgestoneRewards.com 1-800-926-3716

