

FIRESTONE CUSTOMERS GET \$50 VALUE BACK*

VOLUME 1 NO. 1

MAY 27 through JUNE 26, 2010

FIRESTONETIRE.CA



If there is anything you don't like about these Firestone tires, you can return them for a full refund or exchange!

- Destination™ A/T
- Destination™ LE
- Destination™ M/T
- Destination™ ST
- Firehawk™ GT
- Firehawk™ Indy 500®
- Firehawk™ Wide Oval Indy 500®



OFFER VALID MAY 27
through JUNE 26, 2010

Firestone®

Firestone has been making top quality and top value tires for over 100 years. We offer a tire for what you drive, where you drive and how you drive. A choice for passenger and small cars, performance cars, SUVs,

CUVs and light trucks. When you choose quality, choose Firestone tires – winner of more Indy 500® races than all other tire manufacturers combined. Choose from these eligible tires:



*Card can be used at select merchants that welcome American Express® Cards in Canada as detailed at www.rewardcenter.com/firestone.ca. The card is point based with 1 point = \$1 in purchasing power. Card valid for up to 6 months; unused points will be forfeited at midnight MST the last day of the month of the valid thru date, subject to applicable law. Usage restrictions and guidelines apply. Card cannot be redeemed for cash and is not transferable. Card terms and conditions apply. The card is issued by American Express Incentive Services, LLC. "By mail." *Tires must be purchased from a participating Firestone retailer's inventory between May 27 and June 26, 2010. Mail-in claim form required. May not be combined with other offers. Certain restrictions and limitations apply. See your participating Firestone retailer for a list of eligible tires and complete details. Use of the merchant names and/or logos is by permission of the participating merchants. The participating merchants are not sponsors of this program or offer. Firestone is the Official Tire of the Indianapolis 500® Mile Race and the Indy Racing League®, which includes the INDY IndyCar® Series and Firestone Indy Lights™, IndyCar®, Indy 500®, Indy Racing League®, Indianapolis 500®, and Firestone Indy Lights™ are trademarks of Brickyard Trademarks, Inc., used with permission. **Original proof of purchase required to take advantage of the Buy & Try, 30-Day Guarantee. Applies only to the purchase of a set of 4 or more tires. Tires must be returned to the place of purchase within 30 days. Does not apply to run-flat tires. Sales equipped as original equipment on new vehicles, or select replacement tires. Does not include damage due to road hazard, collision or other specified types of damage. © Firestone owned in Canada by Bridgestone Licensing Services, Inc., used under license.