

**COOPER
TIRES**

National Promotions Announcement

Our Cooper® fall Canada promotion* is running October 1 through November 30, 2023, when a consumer buys the Cooper product lines included below and a consumer's submission is received by December 31, 2023.

Canada Cooper Fall National Event Details (10/1/23 - 11/30/23)

PROMOTION STRATEGY:

GO WITH THE COOPERS™

People want to be able to buy a good set of tires without being a tire expert or unnecessarily breaking the bank. Our focus is on making quality tires that will perform well, last for thousands of kilometers and are just right for the customers needs.

ELIGIBLE TIRE LINES	CATEGORY	REBATE AMOUNT
Discoverer Road+Trail™ AT	All Terrain	\$100
Cobra Instinct™	Performance	\$75
Discoverer® AT3 LT™	All Terrain	
Discoverer® AT3 XLT™	All Terrain	
Discoverer® Rugged Trek®	All Terrain	
Cooper ProControl™	Commuter Touring	
Discoverer® EnduraMax®	Commuter Touring	
Discoverer® True North™	Winter	
Discoverer® Snow Claw®	Winter	
Evolution Winter™	Winter	\$50

* Cooper® reserves the right to cancel, modify or change this promotion at any time, without notice.