



DRIVE **SAFE** *WIN*

WINTER SELL OUT CAMPAIGN

SLOVENIA

PERIOD

6 weeks of campaign + 10 extra days for registrations



Purchases made during the campaign period can be registered until December 10th

PARTICIPATING PRODUCTS

MICHELIN WINTER or ALL-SEASON tires,
PASSENGER CAR, SUV, VAN



ALPIN 7	AGILIS ALPIN
ALPIN 6	AGILIS 51 SNOW-ICE
ALPIN 5	AGILIS CROSSCLIMATE
ALPIN 4	CROSSCLIMATE 3
ALPIN A3	CROSSCLIMATE 3 SPORT
PILOT ALPIN 5	CROSSCLIMATE
PILOT ALPIN 5 SUV	CROSSCLIMATE+
PILOT ALPIN PA4	CROSSCLIMATE SUV
LATITUDE ALPIN	CROSSCLIMATE 2
LATITUDE ALPIN LA2	CROSSCLIMATE 2 SUV

MECHANISMS & VOUCHERS

Online registrations – www.michelin.si

Varna vožnja, varna zmaga

Ime *

Prejeto *

Podjetje

ImeBto *

Kaslovo e-pošta *

Telefonska številka *

Število rabljenih pnevmatik *

Model pnevmatik *

Členstvo plačilo *

Proizvajalec *

Datum rojstva *

Številka računa *

Prenesite vaš račun *

Drag and drop here to upload file
(Max. file size 5 MB)

Link

☐ Sprejmem to s pravih ali ga *

☐ Sprejemam, da bom sprejel vse komercialne pogoje / vse informacije o Michelinovi karte / storitvah / dogodkih

☐ Imam vlogo

Registrirajte se

Online registration (web and mobile friendly)

The end-user can enter <https://www.michelin.si/auto/promocija> (QR code available on the printed materials) and register in the campaign by completing the registration form.

Right after submitting the form, on the screen he will receive the confirmation message.

In maximum 7 working days, the registration will be checked, and he/she will be notified on his email about the status of his registration.

If the registration is valid, the voucher will be sent in the same email.

If the registration is not valid, the invalidation reason will also be specified in the email.



Vouchers are not applicable for 13", 14", 15" purchases



REGISTRATION PROCESS

Pre-purchase

- end-user wants to buy new tyres from premium range

➔ Dealer inform him about the advantages offered by Michelin: **granted voucher** (multiple options)

Purchase

- end-user can register in POS by scanning the QR code from the poster
- When end-user receive the invoice, give him also the promo leaflet

Post-purchase

- After registration, end-user receive a confirmation message directly on the website, as a pop-up window (as below).
- After 14 working days, the customer receive his voucher on his email address used to register.
- Inform customers to check Inbox and Spam.



VALIDATION PROCESS



Only POS from the participating dealers list are eligible to participate to the campaign and inform end-users about the promotion.

If another seller / reseller is using the promotion to attract customers and sale, Michelin can't provide the voucher to end-user, and this will be in the seller / reseller responsibility.



Only participating product are eligible (Winter or All-season Michelin tires).

The minimum quantity to purchase: 4 tires



Only tires purchased inside **campaign period (16th October – 30th November)**
But the registration period of the customers' purchase is until December 10th

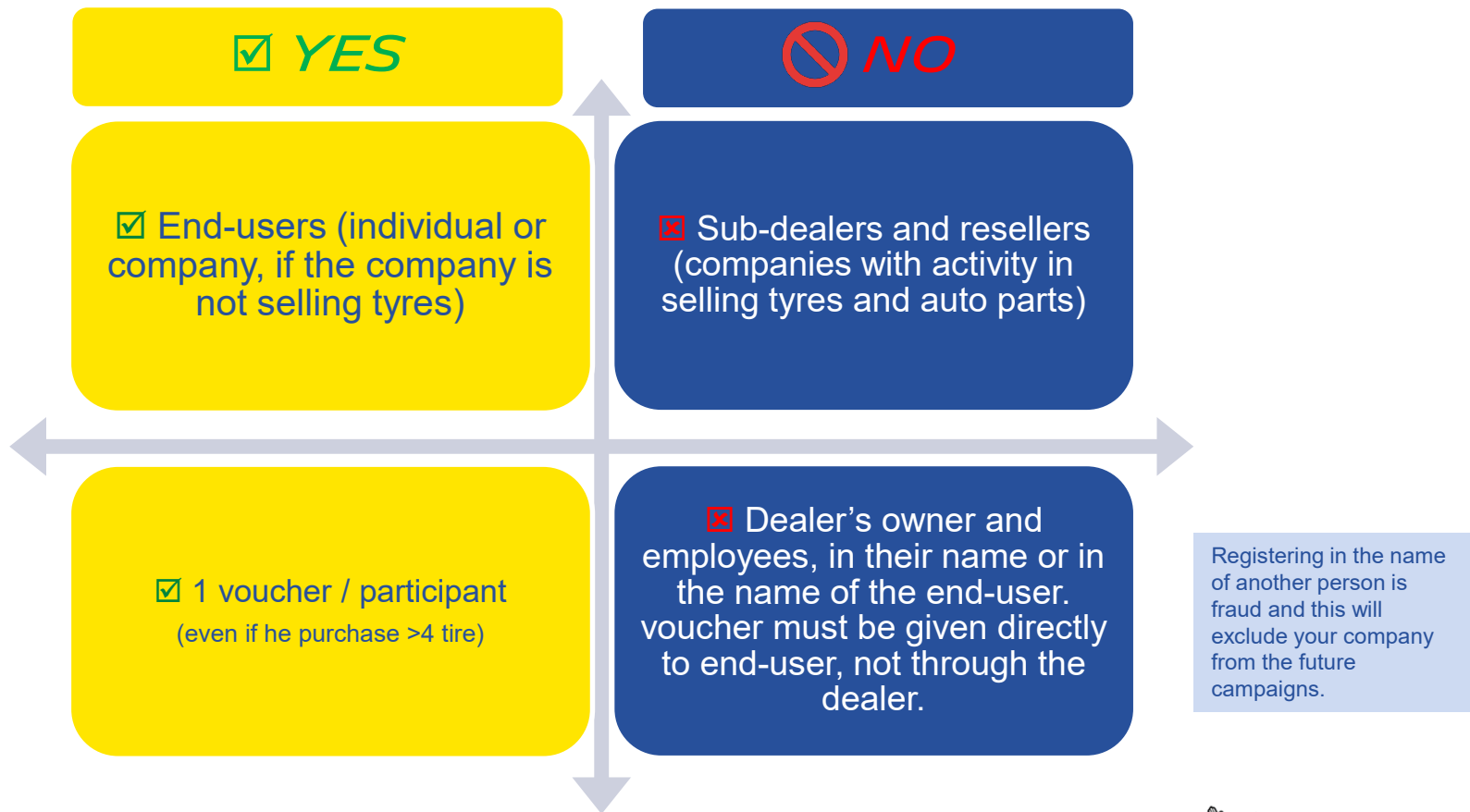


End-user can register only 1 time and receive 1 voucher only.



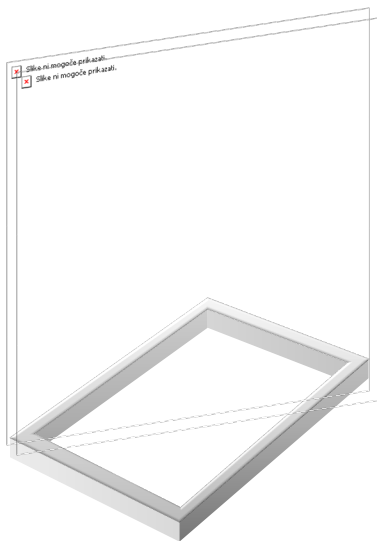
After 7 working days, the customer receive his voucher on his email address used to register.

PARTICIPANTS



MATERIALS & MEDIA

Winter SO kit for dealers



Digital kit

Static banners
Social media



Printed materials

- A6 leaflet with QR to the promo page - to be given to end-users that are buying a set of Winter or All-season Michelin tyres
- Poster 60x80 cm



Media campaign