

# Michelin Tire

YP

Plan ID #022773 -- Plan Type: **Active Plan**



## Manufacturer & Manufacturer Brand Links

Michelin Tire

[Mfr Web Site](#)

[Dealer Locator](#)

[Mfr Ad Planner](#)

[All Artwork](#)  
[Ads](#)  
[Logos](#)  
[Online Elements](#)  
[Scripts](#)

## Manufacturer Contact Information

### Manufacturer Address

Michelin Tire  
 Combined Mast Brands Adv  
 1 Parkway South  
 Greenville, SC 29615

### Claim Address

Michelin BDF Advertising  
 c/o Channel Fusion  
 P.O. Box 10527  
 Cedar Rapids, IA 52410

### Manufacturer Contact

Phone: (864) 458-5000  
 Fax: (864) 458-4191  
 800#: (800) 847-3435  
 E-mail:  
[support@michelindealerconnect.com](mailto:support@michelindealerconnect.com)

### Co-op Administrator:

Channel Fusion  
 Phone: 888-768-5832  
 Fax: 319-294-5678  
 E-mail:  
[support@michelindealerconnect.com](mailto:support@michelindealerconnect.com)

## Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
Michelin & BF Goodrich passenger and light truck tires		*	
Ads featuring with Uniroyal			100%
Ads featuring Michelin & BFGoodrich following tires:			125%
MICHELIN Defender LTX M/S, MICHELIN DefenderT+H, MICHELIN Defender family			125%
MICHELIN Premier A/S , MICHELIN PremierLTX , MICHELIN Premier family			125%
MICHELIN PILOT Sport 4 S , MICHELIN PILOT Sport A/S 3+ ,MICHELIN PILOTfamily			125%
BFGoodrich Advantage T/A Sport ,BFGoodrich Advantage T/A Sport LT			125%
BF Goodrich g-Force COMP-2 A/S			125%
AG Tires Do not qualify			
Yellow Page not eligible for co-op			
**Ads containing competitive content			25%

Color %: **100**

Product Category: **Automotive Acc.**

**Accrual Info**

Accrual Period:  
01/01 - 12/31  
\*Current Year

Accrual \$s located by third party:  
Yes

Authorization Paperwork: Standard  
Authorization Required

E-Proofs Accepted - Submit to:  
[preapprovals@michelindealerconnect.com](mailto:preapprovals@michelindealerconnect.com)

**Performance Info**

Performance Period:  
01/01 - 02/28

Availability:  
Dealers & Indirect Dealers

**Claim Info**

Claim Period:  
By 5/1

Form of Reimbursement:  
Credit memo/Autopay

E-Claims Accepted - Submit to:  
[Claims@michelindealerconnect.com](mailto:Claims@michelindealerconnect.com)

**Plan Comments**

Prior approval for all advertising. \*For 125% reimbursement at least 1 of the Michelin/BFGoodrich tires listed in product line must be advertised. Refer to the MAST dealer agreement for specific rate of accrual. All funds accrue to the AAD (Alliance Associate Dealer) billing headquarters location. Uniroyal does not accrue coop funds. Co-mingling of funds is permitted on Michelin & BF Goodrich brands only. MAST private or associated brands, non-eligible tires & overstock, discontinued or excess (ODE), tire specials do not qualify for co-op. Do not advertise that BF Goodrich or Uniroyal brand tires are owned by Michelin; Each of the three brands need to be separate. Tire mounting & balancing ads includes tire mounting machines, tire balancing machines, TPMS diagnostic monitor, PAX System kit, alignment machines, air compressors, pneumatic air guns, torque wrenches, nitrogen inflation equipment, lifts and jacks; MAST pays invoice costs multiplied by MAST Flag Retail Share of Account. Replacement parts, repairs or service on listed equipment are not covered. Submit copy of invoice and type of equipment being claimed; dealers can only use the Michelin Man if the materials are created by Michelin and provided through: P.O.P. kits - Michelin Connect or Authorized Digital Agencies. AG Tires are not eligible for co-op . Yellow Page ads do not qualify for coop reimbursement. \*\* Outdoor ads require no competing products or mention.

[\(Hide/Show Plan Comments\)](#)

**Print** **Radio** **TV** **Outdoor** **Digital** **All**

**Eligible Media (TV)**

Television;

**Media Approval Required****Advertising Specs**

Prior approval highly recommended; Dealer created spots with 30% share of voice or higher are reimbursed at 100%; All other dealer created ads are 25%; Michelin created TV spots with dealer tag are reimbursed 100%; Ads containing competitive content is reimbursed at 25%; Brand mentioned and current logo; Must include legal disclaimers supporting any product claims and promotional offers; No pay creative or production fees; Ads containing competitive call to action is not eligible.

**Claim Requirements**

Mfr's claim form; Notarized copy of performance; Paid media invoice; Notarized copy of script as aired; Notarized affidavit of performance