



## DEALER REFERENCE GUIDE

PROMOTION OFFER: OCTOBER 1 - 31, 2023

When your customers buy a set of four or five select Yokohama tires, they'll be eligible to receive a Yokohama Tire Prepaid Mastercard® up to \$125.

REBATE AMOUNT	ELIGIBLE TREADS	
<b>\$125</b>	WITH 5 TIRE PURCHASE	
	GEOLANDAR X-AT*	GEOLANDAR M/T* G003
<b>\$100</b>	GEOLANDAR A/T XD*	GEOLANDAR X-MT*
	WITH 4 TIRE PURCHASE	
	GEOLANDAR X-AT*	GEOLANDAR X-MT*
<b>\$70</b>	GEOLANDAR A/T XD*	GEOLANDAR X-CV*
	GEOLANDAR M/T* G003	
	GEOLANDAR* A/T G015	GEOLANDAR* I/T G072
	GEOLANDAR* H/T G056	ICEGUARD* G075
	GEOLANDAR CV* G058	ICEGUARD* IG51V
	BLUEARTH WINTER* V906	ICEGUARD* IG53
	BLUEARTH WINTER* V906 SUV	W.DRIVE* WY01

## REDEMPTION DEADLINE/CUSTOMER RESOURCES

Your customers have until **November 30, 2023** to submit their rebate online at [yokohamatirerebates.com](http://yokohamatirerebates.com). All promotional webpages listed below will become active when the promo begins on October 1.

**Redemption Form & Rules**  
Check out Official Rules at:  
[yokohamatire.com/promotions](http://yokohamatire.com/promotions)

**Online Redemption**  
Customers can enter claims online:  
[yokohamatirerebates.com](http://yokohamatirerebates.com)

**UPDATED RESOURCE INFORMATION**

<p><b>Card/Account Delivery Status</b> Customers can check their card status: <a href="http://yokohamatirerebates.com">yokohamatirerebates.com</a> or call (800) 619-4703</p>	<p><b>Card Account Balance</b> Customers can check the balance of their card at: <a href="http://login.northlane.com">login.northlane.com</a></p>
---	---

## DIGITAL ASSET SUPPORT

We've made digital assets available for local marketing support through our Digital Asset Management Site (DAMS). You can access files for all of your print and digital needs using the Yokohama Dealer Services Portal. For other inquiries, email us at [promotional.support@yokohamatire.com](mailto:promotional.support@yokohamatire.com).

## SOCIAL MEDIA SUPPORT

Register for Yokohama's free social media tool at [rallio.com/yokohama](http://rallio.com/yokohama) for instant access to social media assets and to set up easy posting to your channels to promote the Fall Rebate and drive traffic to your store.



Yokohama Mastercard is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark of Mastercard International Incorporated. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement. Cards will not have cash access and can be used everywhere Mastercard debit cards are accepted.

Encourage customers to go to [yokohamatirerebates.com](http://yokohamatirerebates.com) and submit their claim online.

