










JAN				FEB				MARCH				APRIL				MAY				JUNE				JULY				AUG				SEP				OCT				NOV				DEC							
5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
								3/1-3/31				4/1-4/30				5/1-5/31												7/1-8/31				9/1-9/30				10/1-10/31															
								\$80				\$100 Instant Potenza & Firehawk Performance Segment Promotion				\$80												\$80				\$100 Instant A/T & M/T Segment Promotion				\$80															
																																																			
								ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ WEATHERPEAK™								ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ WEATHERPEAK™												ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ ULTRAWEATHER™ WEATHERPEAK™								ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ ULTRAWEATHER™ WEATHERPEAK™															
								\$70								\$70												\$70								\$70															
								 Firestone <small>Since 1900</small>								 																																			
								AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™				AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™												AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™				AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™																							
								\$60								\$60												\$60								\$60															
								ALL SEASON								ALL SEASON												ALL SEASON								ALL SEASON															