



2026 US NATIONAL PROMOTIONS CALENDAR

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									
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				\$80				\$80				\$80											
 <p>ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ WEATHERPEAK™</p>				 <p>ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ WEATHERPEAK™</p>				 <p>ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ ULTRAWEATHER™ WEATHERPEAK™</p>				 <p>ALENZA™ DRIVEGUARD™ DUELER™ ECOPIA™ POTENZA™ TURANZA™ ULTRAWEATHER™ WEATHERPEAK™</p>				 <p>AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™</p>				 <p>AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™</p>				 <p>AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™</p>				 <p>AFFINITY™ AS DESTINATION™ FIREHAWK™ WEATHERGRIP™</p>				 <p>ALL SEASON</p>				 <p>ALL SEASON</p>				 <p>ALL SEASON</p>				 <p>ALL SEASON</p>			
\$100 Instant Potenza & Firehawk Performance Segment Promotion				\$70				\$70				\$70				\$100 Instant A/T & M/T Segment Promotion				\$70				\$70				\$60				\$60															

Calendar subject to change. Discount is on a set of four (4) tires. Participation in instant promotions requires pre-approval and alternative submission methods. Please see BridgestoneMarketing.com for full details.