

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

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](http://BridgestoneMarketing.com) for full details.