



Hankook Tire America Corp.

333 Commerce St., Suite 600 Nashville, TN, 37201
TEL 615-432-0700 FAX 615-242-8709
TOLL FREE TEL 1-800-HANKOOK
FAX 1-800-TIRES-OK
hankooktire.com/us

Re: **Hankook “2016 Great Winter” Mail-In Rebate**

To Our Valued Customers,

We are very pleased to announce Hankook Tire’s winter consumer promotion: The “2016 Great Winter” Mail-in Rebate Promotion. Consumers who purchase a set of four qualifying Hankook passenger or light truck winter tires from an authorized Hankook dealer are eligible for a mail-in rebate of up to \$80.

This promotion is designed to attract consumers to purchase a set of Hankook’s most popular winter lines in preparation for the cold winter.

The promotion will run between October 10th and December 31st, 2016 featuring 4 great Hankook lines:

\$80 rebate with the purchase of 4 Hankook Winter I*cept evo2 (W320)

\$80 rebate with the purchase of 4 Hankook Winter I*cept evo2 SUV (W320A)

\$60 rebate with the purchase of 4 Hankook Winter i*cept iZ2 (W616)

\$40 rebate with the purchase of 4 Hankook I*pike RW11 (RW11)

Hankook will be promoting the “2016 Great Winter” Mail-in Rebate via online and social media advertising including Facebook (www.facebook.com/hankookusa) and Twitter (@HankookUSA).

Your Hankook sales manager will soon provide you with our plans for point-of-sale support which will help attract consumers to take advantage of this new rebate offer.

We are really excited about the sales and profit potential you can achieve this season.

Thank you for being an important part of the Hankook Tire team!

Sincerely,

Shawn Denlein
Senior Vice President of Sales
Hankook Tire America Corp.