



4600 Prosper Drive
Stow, Ohio USA
Phone: (330) 928-9092
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www.mickeythompsontires.com

February 15, 2011

To: All Mickey Thompson Warehouse Distributors and Retailers

Subject: Mickey Thompson "Baja Claw TTC" Tire Launch

The new Baja Claw TTC Radial from Mickey Thompson Performance Tires & Wheels is the ultimate extreme, rugged, off-road performance tire with advanced radial construction.

We've integrated a combination of technologies developed in a real-world setting to make the Baja Claw TTC Radial the ultimate off-road tire and we will offer the popular 15-inch flotation sizes, and several 16- and 17-inch light truck metric sizes with increased load carrying capacity – perfect for today's off-road vehicles.

Enclosed is a flyer with details on the new Mickey Thompson Baja Claw TTC Radial Tire.

To launch this product into the market we will kick off with a Nationally Advertised \$50 mail-in rebate promotion to consumers that purchase a set of four of the new tires. This promotion will start April 1 and run until May 31. We are reaching out to nearly 11 Million truck and off road enthusiasts in this campaign so get ready to sell some tires and the big potential to add on a set of M/T wheels to the ticket, like our new Classic II Black or Classic Lock Black wheels.

Attached you will find the details on the Advertising campaign, the rebate detail and a sample claim form, plus all the important data for consumers and dealers to download support materials and additional forms from our website.

Contact your Mickey Thompson Warehouse Distributor today for order information and pricing.

Good Selling,

Mickey Thompson Tires & Wheel



Mickey Thompson Baja Claw TTC Rebate Promotion

OFFICIAL REBATE TERMS & CONDITIONS:

- This mail-in rebate offer is open to consumers who are legal residents of the 50 United States and District of Columbia or of Canada (excluding Quebec) who purchase a set of four or more Baja Claw TTC radial tires in a single transaction from authorized Mickey Thompson Dealers in those locations. Void in Quebec and where restricted or prohibited by law.
- Purchases must be for household use. Requests from groups, organizations or businesses will not be accepted.
- Offer is not available to the affiliated dealers of Max-Trac Tire Co., Inc., d/b/a Mickey Thompson Performance Tire & Wheels ("Sponsor"), their respective owners and employees or immediate family members of such owners or employees. Offer not valid for business or fleet vehicles.
- All sales receipts or invoices must be dated between 4/1/11 and 5/31/11. All rebate requests must be postmarked by 7/1/11 and received by 7/15/11. LATE SUBMISSIONS WILL NOT BE ACCEPTED. Not responsible for lost, damaged, missing, or misdirected mail.
- A MasterCard® prepaid card for the amount of the rebate will be issued by MetaBank as payment. All Purchasers will receive rebate cards for US dollars. Other terms and conditions may apply. Purchaser is responsible for all applicable taxes and other fees.
- Mail the original, dated retail store invoice or sales receipt (photocopy acceptable) indicating the purchase price of the four qualifying new tires and products purchased, along with the rebate submission form. Names on invoice and rebate form must be identical. All purchases will be verified to avoid fraud. Requests received without this form and original or legible photocopy of dated sales receipt or invoice will be returned, and no rebate will be issued. All submitted documents will become the property of Sponsor and, except as provided in the prior sentence, will not be returned. Please retain copies of all items sent for your records.
- Offer is not transferable and is valid only for the individual who purchased the product at retail.
- All decisions made by Sponsor (or its authorized representatives) relating to the validity of any submissions are final and binding.
- Sponsor is not responsible for delayed, postage due, illegible, mutilated, late, lost, incomplete, stolen or misdirected requests or for typographical or printing errors.
- This offer may not be combined with any other Mickey Thompson Performance Tire & Wheels offer.

IMPORTANT INFO FOR MICKEY THOMPSON WD'S AND JOBBERS:

- WD's should communicate this promotion to their customer base prior to the April 1, 2011 promotion.
- Consumers will be able to print rebate submission forms directly from the Mickey Thompson web site at: www.mickeythompson tires.com/rebate
- Internet banner ads and rebate forms are available to all Mickey Thompson dealers for use in their own promotional activities. Artwork can be downloaded by visiting: www.mickeythompson tires.com/adart
- Window posters for your jobbers are available on request from your Mickey Thompson Regional Marketing Manager.
- This promotion will be advertised on the internet and in national magazine ads.



Introducing Baja Claw TTC
A New Take On Our Best Selling Extreme Off-Road Tire

\$50
MAIL-IN
REBATE

Buy Four Baja Claw TTC Radials Between April 1st and May 31st, 2011 and get a \$50 mail-in rebate

Mickey Thompson 2011 Baja Claw TTC Rebate Promotion



NATIONAL MAGAZINE ADVERTISING CAMPAIGN

Magazine	Cover Date	On Sale Date	Estimated Circulation
Four Wheeler Magazine	June 2011	4/19/2011	200,000
Petersen's 4 Wheel & Off Road Magazine	June 2011	4/5/2011	304,000
Diesel Power Magazine	May 2011	4/5/2011	132,000
Jp Magazine	June 2011	4/26/2011	79,000
Off-Road Magazine	June 2011	4/12/2011	45,000
8 Lug Magazine	May 2011	4/19/2011	35,000
4WD & SUV Magazine	June 2011	4/5/2011	32,000
Off Road Adventures Magazine	April 2011	4/1/2011	600,000

Total Estimated Distribution 1,427,000

With Pass Along This Amounts to a Total Audience of Over 10 Million Readers !

Be a Part of The Legend

MICKEY THOMPSON



\$50 MAIL-IN REBATE

Buy Four Baja Claw TTC Radials Between April 1st and May 31st, 2011 and get a \$50 mail-in rebate. Complete details, rebate forms, and a list of qualifying sizes can be found by visiting us online at www.mickeythompstontires.com/rebate

Introducing Baja Claw TTC A New Take On Our Best Selling Extreme Off-Road Tire



Directional SideBiters®

For Mud Slinging Power and Off-Road Bite

3 Ply PowerPly™ Sidewalls

For Performance Handling and Impact Resistance

Mud Scoops

For Additional Self Cleaning Ability

Cut Resistant Sidewalls

Resists Sidewall Tears and Punctures



Strategic Siping

For Better Traction and Braking on Slick Surfaces

Rock Ejectors

Keeps the Tread Clear of Rocks and Stones

Flexible Tread Elements

When Aired Down for Off Road The Tread Flexes and Grabs

Tough Body Plys

To Resist Impact Damage and Provide Strength

Official Tire of



Baja ATZ Plus

Baja ATZ

Baja MTZ

Baja Claw TTC



Shop, Compare, Save
Try BuyNow Today At:
mickeythompstontires.com

For a Dealer Near You Call 866-943-6729
or visit www.mickeythompstontires.com



Mickey Thompson 2011 Baja Claw TTC Rebate Promotion

ON LINE ADVERTISING CAMPAIGN

Online Magazine	Web Address
Four Wheeler Magazine	fourwheeler.com
Petersens 4 Wheel & Off Road Magazine	4wheeloffroad.com
Diesel Power Magazine	dieselpowermag.com
Jp Magazine	jpmagazine.com
Off-Road Magazine	off-roadweb.com
8 Lug Magazine	8-lug.com
4WD and SUV Magazine	4wdandsportutility.com

Rebate will also be advertised on the Mickey Thompson Website
BuyNow Dealers Should Prepare to Take Advantage of This Opportunity

Total Estimated Impressions 600,000+

Available Internet Ad Sizes

Downloadable from www.mickeythompstires.com/adart
Use on Your Website to Drive Additional Sales



160x600
Wide Skyscraper



180x150 Rectangle



300x250 Medium Rectangle



300x600 Half Page



720x300 Pop-Under



728x90 Leaderboard



Mickey Thompson Baja Claw TTC Rebate Submission Form

Buy Four New Baja Claw TTC Radials in a single transaction between April 1 and May 31, 2011 and get a \$50 MasterCard® Prepaid Card by mail as a rebate. Complete details and rebate forms can be found by visiting us online at www.mickeythompson tires.com/rebate.

Official Rebate Terms & Conditions:

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- Mail the original, dated retail store invoice or sales receipt (photocopy acceptable) indicating the purchase price of the four qualifying new tires and products purchased, along with this form. Names on invoice and rebate form must be identical. All purchases will be verified to avoid fraud. Requests received without this form and original or legible photocopy of dated sales receipt or invoice will be returned, and no rebate will be issued. All submitted documents will become the property of Sponsor and, except as provided in the prior sentence, will not be returned. Please retain copies of all items sent for your records.
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Allow six to eight weeks for processing.

Please Print Clearly and provide ALL information:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____

Purchases:

Size _____ Qty: _____ Purchase Date: _____

Tire Model: _____

Purchased From: _____

Mail this completed form and your original or legible photocopy of dated sales receipt or invoice, postmarked no later than July 1, 2011, to:

**Mickey Thompson Tire Rebate Processing
4600 Prosper Drive, Stow, OH 44224**

Form must be received no later than July 15, 2011. For assistance please call 330-928-9092, ext. 3111.



Hot New Products!

BAJA CLAW[®] TTC



The Baja Claw TTC Radial is the ultimate extreme traction tire. Get rugged off-road performance with the Claw's 23 degree tread pattern, large directional SideBiters[®], and tough puncture resistant sidewalls. Go where you want with the confidence that the Baja Claw TTC will pull you through!

- Advanced Radial Construction
- "Mud-Scoops" for Self Cleaning Traction in Deep Mud & Snow
- Tread and sidewall Decoupling Grooves that Allow Tire to Flex and Conform to any Surface
- Directional SideBiters[®] for Added Traction & Protection
- Directional 23 Degree Tread Pattern and Extra Wide Footprint for Extreme Traction
- Strategically placed and shaped siping to promote long wear and improve traction on wet or icy surfaces
- PowerPly[™] 3-Ply Sidewall on All Sizes

BAJA CLAW[®] TTC PRODUCT DATA

Part #	Size	Size Equivalent	Side Wall	Serv. Desc.	Appx. Wt. Range	Appx. Load	Max Load*	Max PSI	Appr. Rims	Meas. Rim	Section Width	Tread Width	Overall Dia.	Tread Depth 32nds
5851	31X10.50R15LT		BLK	109Q	48	C	2,270	50	7-9	8.5	10.9	8.3	30.8	20.5
5854	33X12.50R15LT		BLK	108Q	60	C	2,205	35	8.5-11	10	12.1	9.7	32.7	20.5
5856	35X12.50R15LT		BLK	113Q	67	C	2,535	35	8.5-11	10	12.2	10.0	34.8	20.5
5863	LT285/75R16	33X11.50R16	BLK	122Q	59	D	3,305	65	7.5-9	8	11.3	8.9	33.1	19
5866	LT305/70R16	33X12.50R16	BLK	118N	63	D	2,910	50	8-9.5	9	12.0	9.8	33.1	19
5868	LT315/75R16	35X12.50R16	BLK	121Q	67	D	3,195	50	8-11	8.5	11.9	9.8	34.5	20.5
5874	LT305/65R17	33x12.50R17	BLK	121Q	64	E	3,195	65	8.5-11	9	12.3	9.8	32.7	20.5
5876	LT315/70R17LT	35x12.50R17	BLK	121Q	68	D	3,195	50	8.5-10	9.5	12.8	9.8	34.6	20.5

Mickey Thompson Performance Tires & Wheels

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