

MICKEY THOMPSON



TIRES & WHEELS

**RACE
TIRES**

MICKEY THOMPSON'S

BLACK FRIDAY & CYBER MONDAY!

Mickey Thompson is looking forward to helping you
stay competitive this holiday season!

Starting Monday, November 23 through Wednesday, December 2, 2020, we will be
allowing all resellers to advertise below our set MAP prices on all
Mickey Thompson & Dick Cepek product lines.

Mickey Thompson and Dick Cepek products that have MAP will be allowed to be
advertised 10% below current MAP. Anything advertised more than 10% off current
MAP will still be considered a MAP violation.

- SPECIAL OFFER - BELOW MAP PRICING -

RACE TIRES

**BAJA BOSS® X
ET DRAG®
ET DRAG® PRO DRAG RADIAL
ET FRONT™
ET JR.®
ET STREET® R
ET STREET® RADIAL PRO
ET STREET® S/S®
PRO BRACKET RADIAL
SPORTSMAN FRONT™
SPORTSMAN PRO®
SPORTSMAN S/R™
SPORTSMAN S/T™
STREET COMP™**

**BE
COMPETITIVE
THIS
HOLIDAY
SEASON!**

Activities such as "click for price," "strike through," "add to cart for price," "call for price," "chat for price," or "email for price,"
pre-formatted e-mail responses will not be considered MAP violations under this promotional period.
MAP policy and rules will revert back 12/3/20.

HAPPY SHOPPING!



**LIGHT
TRUCK
TIRES**

MICKEY THOMPSON'S
**BLACK FRIDAY &
CYBER MONDAY!**

Mickey Thompson is looking forward to helping you stay competitive this holiday season!

Starting Monday, November 23 through Wednesday, December 2, 2020, we will be allowing all resellers to advertise below our set MAP prices on all Mickey Thompson & Dick Cepek product lines.

Mickey Thompson and Dick Cepek products that have MAP will be allowed to be advertised 10% below current MAP. Anything advertised more than 10% off current MAP will still be considered a MAP violation.

- SPECIAL OFFER - BELOW MAP PRICING -

LIGHT TRUCK TIRES

DEEGAN 38™

DEEGAN 38™ ALL-TERRAIN

BAJA ATZ P3™

BAJA MTZ P3™

BAJA BOSS® M/T

BAJA PRO™ X

BAJA PRO™ XS

EXTREME COUNTRY™

FUN COUNTRY®

TRAIL COUNTRY EXP™

**BE
COMPETITIVE
THIS
HOLIDAY
SEASON!**

Activities such as "click for price," "strike through," "add to cart for price," "call for price," "chat for price," or "email for price," pre-formatted e-mail responses will not be considered MAP violations under this promotional period.
MAP policy and rules will revert back 12/3/20.

HAPPY SHOPPING!