



COOPER TIRES

NATIONAL PROMOTIONS ANNOUNCEMENT

Our Cooper® Fall Canada promotion* is running **October 1, 2024 through November 30, 2024**, when a consumer buys the Cooper product lines included below and the submission is received by December 31, 2024.

COOPER CANADA FALL NATIONAL EVENT: October 1 - November 30, 2024

Promotion Strategy:

Go With Cooper® Tires

People want to be able to buy a good set of tires without being a tire expert or unnecessarily breaking the bank. Our focus is on making quality tires that will perform well, last for thousands of miles and are just right for the customer's needs.

TIRE LINE	CATEGORY	REBATE
Discoverer® Stronghold™ AT	ALL-TERRAIN	\$100
Discoverer® EnduraMax®	COMMUTER TOURING	\$75
Cooper ProControl™		
Cobra Instinct®	HIGH PERFORMANCE	
Discoverer Road + Trail® AT	ALL-TERRAIN	
Discoverer® Rugged Trek®		
Endeavor®	COMMUTER TOURING	\$50
Endeavor Plus™		
Discoverer® True North®	WINTER	
Discoverer® Snow Claw®		
Evolution Winter™		

*Cooper reserves the right to cancel, modify or change this promotion at anytime without notice.