

**BRIDGESTONE AMERICAS**  
CONSUMER REPLACEMENT TIRE



**Bridgestone Canada Inc.**  
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To: **Canada Consumer Tire Dealers**  
Date: **June 4, 2026**  
Subject: **Extension of Spring Consumer National Promotion**

Dear Valued Dealer,

We are pleased to inform you that, effective June 3, 2026, Bridgestone has extended our Spring Consumer National Promotion.

Originally scheduled to conclude on May 30, 2026, this promotion will now run through **June 14, 2026**, providing additional time for you and your customers to take advantage of these offers.

We encourage you to continue promoting this program in your store and through your local marketing efforts to maximize customer engagement and sales during this extended period.

If you have any questions, please do not hesitate to reach out.

Thank you for your continued partnership and support.

Kind regards,

**Bridgestone Consumer Replacement Marketing Team**  
Bridgestone Americas