

## **Kumho Extends, Expands Ecsta Rebate Offer**

Kumho Tire USA has rolled out its latest consumer rebate program, this time for the company's Ecsta 4X and Ecsta LX Platinum tires. The tiremaker said its recent \$50 mail-in rebate offered on the Ecsta 4X was so successful, it decided to not only extend the offer until Jan. 31, 2012, but to add on the same offer for a \$50 mail-in rebate on the Ecsta LX Platinum. To participate consumers who purchase a set of 4 Ecsta 4X or Ecsta LX Platinum tires now through Jan. 31 must fill out a rebate form found at [kumhotireusa.com](http://kumhotireusa.com), and submit the form within 30 days from purchase with a copy of the receipt. The promotion is being advertised on the web and in print, as well as via a 9-week national cable television schedule featuring a new commercial on Spike, ESPN, USA and Comedy Central. Ecsta 4X point-of-sale materials advertising the promotion are available to dealers.