

Kumho begins five-month Ecsta rebate program

The latest consumer rebate promotion from Kumho Tire U.S.A. Inc. has begun. It will run from April 1 through Aug. 31, 2012. A \$50 mail-in rebate is available on Kumho the following ultra-high performance tires: the Ecsta 4X, Ecsta LX Platinum and Ecsta LE Sport.

Kumho is promoting this rebate in conjunction with the United States Women's National Soccer Team's pursuit of the gold medal in this year's summer Olympics in London, England. Kumho says it has experienced "a great amount of exposure and brand awareness" with its sponsorship of both the women's and men's national soccer teams. The promotion is being promoted through various print publications such as "Men's Health" (see ad pictured), the Web, social media and television advertising. In addition, Kumho is also sending out point-of-purchase materials to help dealers sell Kumho tires. To take advantage of the savings, consumers need to purchase a set of four Ecsta 4X, Ecsta LX Platinum or Ecsta LE Sport tires between April 1 and Aug. 31, 2012; fill out the rebate form; and submit the form and a copy of the receipt within 30 days of purchase.