

FEDERAL MOGUL
SMARTCHOICE™
 SAVE up to **\$20***  

Champion® Iridium Spark Plugs
YOUR CUSTOMERS CAN SAVE UP TO \$20 PER SET*!

Champion Iridium is the Smart Choice when selecting replacement spark plugs. From March 1 through April 30, 2010 Champion Iridium spark plugs are the Smart Choice with up to \$20 in savings when you purchase a set of Champion Iridium Spark Plugs*.

Champion Iridium – the Smart Choice for the everyday driver...

\$20 Cash Back*



8 CYLINDER SPARK PLUG SET

\$15 Cash Back*



6 CYLINDER SPARK PLUG SET

\$10 Cash Back*



4 CYLINDER SPARK PLUG SET



- 1** Extremely fine-wired patented iridium center electrode provides long life
- 2** Platinum V-trimmed ground electrode grants longevity and resistance to erosion
- 3** Exclusive Heat-Active alloy ensures maximum heat dissipation and conductivity and maintains stable operating temperatures under all engine loads

Visit www.FMSmartChoice.com for rebate processing and complete program details.

*After mail-in rebate. Rebate redemption certificate can be obtained at www.FMSmartChoice.com. To complete rebate processing, rebate redemption certificate must be submitted along with the original receipt validating qualifying Champion Iridium Spark Plug set purchased. Limit 8 Champion Iridium automotive spark plugs, \$2.50 per plug cash back with online redemption certificate. Champion Double Platinum / Platinum / Copper automotive spark plug product does not qualify for rebate program. Maximum product rebate amount is \$20 USD. Rebate is paid in \$USD. Offer valid from 3/1/10 through 4/30/10. Redemption documentation must be received by 5/31/10 at program headquarters to be processed. Only one rebate check per person and/or household address (except two in Rhode Island). Allow 10 weeks for delivery of rebate check following the date of processing of all required documentation at Program Headquarters. Valid in the U.S. and Canada only. Void where prohibited. This offer cannot be combined or used with any other rebate offer, promotion, coupon or discount card. For alternate means of redemption call 1-877-255-4813.