



CANADIAN TIRE

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LOYALTY

Canadian Tire 'Money'[™](CTM) is one of Canada's best-known customer reward programs. It can be used anytime, for any item purchased at a Canadian Tire store, and it can be combined with other discounts.

The concept was conceived by Muriel Billes, the wife of Canadian Tire's co-founder and first president, A.J. Billes, as a response to the promotional giveaways that many gas companies offered at the time. Canadian Tire 'Money'[™] was introduced as a "cash bonus coupon" in 1958 at the first Canadian Tire gas bar in Toronto.

CTM is available in denominations of 5¢, 10¢, 25¢, 50¢, \$1 and \$2 and can be redeemed at any Canadian Tire store, regardless of the type of tender being used. With no expiry date, it can be redeemed at any time. Since its introduction in 1958, there have been 21 different series and many different versions of Canadian Tire 'Money'[™].

Each series of new Canadian Tire 'Money'[™] is catalogued, tracked, collected by people in Canada and around the world. Rare bills are considered to be valuable among collectors, prompting the establishment of organizations such as the Canadian Tire Coupon Collectors Club.

Made from authentic bank note paper with the same rag content and spot marks as paper currency, people were, and continue to be, reluctant to throw the bills away. Today, CTM even incorporates the latest anti-counterfeiting technology, including

- Special watermarked paper is used in the printing so that, when held up to the light, a white outline of the Canadian Tire triangle is visible through the paper.
- Raised lettering on the face of the bill, a maple leaf image, and anti-copier tints are used to create the background patterns.
- A latent image of a maple leaf is positioned to the right of Sandy McTire's left ear, but it can only be seen by tilting the bill at eye level.

Did you Know?

The man on a Canadian Tire 'Money'[™] bill is named Sandy McTire.

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