

## **Maxxis Rewards Promotion 2011**

### **Thailand Trip Promotion**

1. This trade incentive promotion is open to all UK registered Maxxis dealers and trade customers of Group Tyre (UK) Ltd a company registered in England under number 03203659 and whose registered office is at Suite 1 Weaver House Ashville, point Clifton Lane, Sutton, Weaver, Runcorn, Cheshire, WA7 3FW (**"Grouptyre"**) (or a Grouptyre member company) aged 18 years and over (***excluding anyone who is an employee of the Promoter, their immediate families, agents or anyone professionally connected with the promotion***) who are registered since 1<sup>st</sup> January 2011 as an official Maxxis stockist by Maxxis and have completed successfully the relevant registration document since 1<sup>st</sup> January 2011 (inclusive).
2. Details of how to enter form part of the terms and conditions. Completing the relevant registration document is deemed acceptance of these terms and conditions. It is a condition of entry that all rules are accepted as final and that the entrant agrees to abide by these rules. The decision of the judges is final and no correspondence will be entered into.
3. The Promoter is: Maxxis International UK Plc a company registered in England under number 1205689, whose registered office is at Carr Road, Felixstowe, Suffolk, IP11 3RX (**"Maxxis"**).
4. Prize: A 7 day and 6 nights stay in a four star hotel in Thailand staying in a twin room on a bed and breakfast basis. The prize includes: return economy flights from London; transfers between the hotel and airport; a day trip to a Maxxis factory; the rest of your time will be split between Phi Phi and Bangkok, the exact timings will be confirmed closer to the date when scheduled flights can be confirmed. The 15 Qualifying Winners will travel with representatives from Maxxis and Grouptyre. The Prize shall be booked by the Promoter and the dates and times of travel shall be at the Promoter's sole discretion.
5. Qualifying Winners: The top 15 registered Maxxis dealers, who on a turnover basis have purchased the most Maxxis car, van & 4x4 tyres during the period 1<sup>st</sup> January 2011 – 30<sup>th</sup> September 2011 (inclusive) will qualify for the Prize. Volume purchases will be decided based on sales records taken from Group Tyre National from 00.01am on 1<sup>st</sup> January to 11.59pm on 30<sup>th</sup> September 2011 inclusive. Any returns of tyres purchased during this period (and for 4 weeks after 30<sup>th</sup> September 2011) may be deducted; in turn this may lead to the prize being offered to the next highest dealer. The entrants agree that in entering into this prize promotion they will not compromise the interests of customers and will give honest advice in relation to the type of tyres to be purchased, which may not be Maxxis tyres.
6. Qualifying Winners will be notified by post, or by email or by telephone no later than 14<sup>th</sup> October 2011.

7. Final dates for the holiday will be notified to participating entrants prior to 30<sup>th</sup> October 2011. It is intended that the trip will take place from 19<sup>th</sup> November to 26<sup>th</sup> November 2011 inclusive, the exact date will be confirmed to the Qualifying Winners within 7 days of the Qualifying Winners being notified. No alternative trip will be offered if the Qualifying Winner cannot make the final dates.
8. There is no cash alternative.
9. The prize is none transferable.
10. Each Qualifying Winner shall be entitled to one prize, and it will be the Qualifying Winner's responsibility to decide which individual (who must be a senior member of staff of the Qualifying Winner) takes the prize.
11. It is deemed a condition of entry that the Qualifying Winner consents to any reasonable request for PR activity both during and for a reasonable period of time after returning from the trip.
12. Events may occur that render the awarding of the Prize impossible due to reasons beyond the control of the Promoter. The Promoter may in its absolute discretion vary or amend or delay in performing its obligations under the promotion and the entrant agrees that no such liability shall attach to the Promoter as a result. The Promoter reserves the right (subject to any applicable law) to cancel, terminate or modify or suspend this promotion.
13. The Prize must be taken as stated. No compensation will be payable to Qualifying Winners who are unable to take the Prize. The Prize cannot be transferred to any other person without the express consent of the Promoter. The Promoter is under no obligation to consent to a transfer. In the event that a Qualifying Winner is unable to take the Prize, the Promoter reserves the right to offer the Prize to the next qualifying winner.
14. The Prize is only available to full and valid passport holders who can legally travel to Thailand. All associated costs of the trip which are not stated as covered within the scope of the Prize are the sole responsibility of the Qualifying Winner. This may include (but not limited to) obtaining travel visa's, travel insurance, medical insurance and any claims arising.
15. The Promoter will not be responsible for any 'Benefit in Kind' tax liability imposed by HM Revenue and Customs and this will pass to the dealer on receipt of the prize.
16. The Promoter and any related bodies corporate, their officers, employees and agents will not be liable for any loss, damage or personal injury whatsoever (including but not limited to direct, indirect and consequential loss) suffered or sustained in connection with this trade incentive, the promotion of this trade incentive or the use of any Prize, except of any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
17. The Promoter reserves the right to cancel in the event that fewer than 5 Qualifying Winners accept the Prize.

18. The Promoter reserves the right to vary, replace or withdraw the promotion at any time.
19. The Promoter reserves the right to amend these terms and conditions at any time. In the event of any such amendment, the Promoter will use all reasonable endeavors to notify all qualifying Maxxis stockists and all other persons who qualify for entry into the promotion by email, telephone or post. A copy of these terms and conditions (as amended from time to time) will be available at [www.maxxis.co.uk](http://www.maxxis.co.uk) and [www.grouptyre.co.uk](http://www.grouptyre.co.uk) for the duration of this promotion.

#### **Quarterly Prize Draw Terms and Conditions**

1. The Promoter is Maxxis International UK Plc a company registered in England under number 1205689, whose registered office is at Carr Road, Felixstowe, Suffolk, IP11 3RX ("**Maxxis**").
2. The free prize draws detailed below are open to all UK, resident customers of Group Tyre (UK) Ltd a company registered under number 03203659, whose registered office is located at Suite 1 Weaver House Ashville, point Clifton Lane, Sutton, Weaver, Runcorn, Cheshire, WA7 3FW (or a Grouptyre member company) ("**Grouptyre**") aged 18 years or over (***excluding anyone who is an employee of the Promoter, their immediate families, agents or anyone professionally connected with the promotion***) who have completed successfully the Maxxis stockist registration form by filling in all the required details on a written registration form by midnight of 31/03/2011 for entry into the first prize draw, by midnight 30/06/2011 for entry into the second prize draw, by midnight 30/09/2011 for entry into the third prize draw and by midnight 11/12/2011 for entry into the fourth prize draw ("**Registered Dealers**"). Entry is subject to the following terms and conditions.
3. Registrations received from Registered Dealers requesting to become Maxxis stockists from outside of the UK or from Ireland and Europe, as well as those containing incomplete registration details, are excluded from participation.
4. This prize draw promotion will close at midnight on 9<sup>th</sup> December 2011.
5. The 4 promotional periods for the prize draws will be 1<sup>st</sup> January – 31<sup>st</sup> March 2011 (inclusive), 1<sup>st</sup> April – 30<sup>th</sup> June 2011 (inclusive), 1<sup>st</sup> July – 30<sup>th</sup> September 2011 (inclusive) and 1<sup>st</sup> October - 11<sup>th</sup> December 2011 (inclusive).
6. On the Draw Dates (as defined below) there will be one prize draw covering all Grouptyre.
7. Registered Dealers will be entered into the national draw of all Grouptyre Members.
8. For every Maxxis car, van or 4x4 tyre purchased by a Registered Dealer from a member of Grouptyre during each of the respective quarterly promotional periods will entitle that Registered Dealer to one individual entry into the national draw of Grouptyre.
9. Prizes are subject to availability: The number and nature of prizes will be decided by Grouptyre and Maxxis jointly and shall be notified to all Grouptyre Members on or before the start date of each quarterly period.

10. The prize draws for Grouptyre Members will be carried out on the first Monday following 5<sup>th</sup> April 2011, 5<sup>th</sup> July 2011, 4<sup>th</sup> October 2011 and 13<sup>th</sup> December 2011 (the "Draw Dates") under independent supervision.
11. On every Draw Date, the winner will be drawn independently and at random from all valid entries received by the closing date of entries for that quarter's draw and will be notified by email, telephone or in writing within 7 days of the actual Draw Date
12. A list containing the winners and runners up from the first draw and of the winners from the additional following draws will be available by writing to Grouptyre/Maxxis Promotion 2011, c/o JM Bailey Communications Limited, 27 Homer Road, Solihull, West Midlands, B91 3QG. The Promoter reserves the right to publish a list of winners and runners up in Trade Press.
13. No alternative prizes are available. The Promoter reserves the right to offer alternative prizes of the same or higher value where it necessary to do so.
14. No cash prizes are available and prizes are non transferable.
15. No correspondence relating to the prize draws will be entered into.
16. The Promoter will not accept responsibility for late or lost entries. Proof of sending is not proof of receipt.
17. Winners and runners up may be required to take part in publicity accompanying or resulting from this promotion. Prize draw winners and runners up agree to their name and that of their company being published by the Promoter.
18. The Promoter reserves the right to hold void, cancel or suspend the promotion where it becomes necessary to do so.
19. The Promoter reserves the right to vary, replace or withdraw the promotion at any time.
20. The Promoter will not be responsible for any 'Benefit in Kind' tax liability imposed by HM Revenue and Customs and this will pass to the Registered Dealer winners and runners up on receipt of their prize.
21. Any warranty offered by the manufacturer of a Prize will be passed onto the winners and runners up. No additional warranty will be offered by the Promoter or Grouptyre.
22. By entering the free prize draw, entrants agree to be bound by the rules and by any other requirements set out in promotional material.
23. No purchase necessary for Northern Ireland residents only: If you wish to be entered into the draw for a chance to win one of the quarterly prizes but are not a Registered Dealer, please write your name, company number and contact details, with the words "Maxxis Rewards Quarterly Prize Draw" clearly visible on a post card and post to: JM Bailey Communications Limited, 27 Homer Road, Solihull, West Midlands, B91 3QG. Proof of posting is not a guarantee of receipt for draw entry. One entry per post card only. Entrants shall be entered into the draw of their nearest Grouptyre Member subject to that Grouptyre Member being eligible for that quarters prize draw.

### **Maxxis Reward Card Offer**

1. The promotion is open to customers (including trade customers and dealers) of Group Tyre (UK) Ltd a company registered under number 03203659, whose registered office is located at Suite 1 Weaver House Ashville Point, Clifton Lane, Sutton, Weaver, Runcorn, Cheshire, WA7 3FW (or a Grouptyre member company) ("**Grouptyre**") who are registered as a Maxxis stockist or as registered trade customers and have completed successfully the relevant registration application document ("**Registered Maxxis Dealers**"). Entry is subject to the following terms and conditions.
2. The Promoter is Maxxis International UK Plc a company registered in England under number 1205689, whose registered office is at Carr Road, Felixstowe, Suffolk, IP11 3RX ("**Maxxis**").
3. Each Maxxis V,W,Y,Z rated tyre a Registered Maxxis Dealer purchases between 1<sup>st</sup> January – 31<sup>st</sup> December 2011 inclusive will earn the Registered Maxxis Dealer an amount as per the table below. This amount will be converted into Argos Vouchers. Amounts awarded will vary depending upon whether the relevant Registered Maxxis Dealer is a Super, Large or Medium User (as defined below). For the avoidance of doubt the quarter dates are 31<sup>st</sup> March, 30<sup>th</sup> June, 30<sup>th</sup> September and 31<sup>st</sup> December and each Registered Maxxis Dealer "Dealer's Description" shall be re-evaluated quarterly in order to determine the amounts to be awarded to them for that specific quarter.

Dealer Description	Tyres Purchased per Qtr	V rated tyre amount	W/Y/Z rated tyre amount
1 Super User	450+	£0.55	£1.00
2 Large User	300 – 449	£0.45	£0.75
3 Medium User	150-299	£0.35	£0.55

4. To qualify for any payment of Argos Vouchers, a Registered Maxxis Dealer must purchase a minimum of 150 tyres any speed rating, over a quarterly period (i.e. 1<sup>st</sup> January 2011 – 31<sup>st</sup> March 2011, 1<sup>st</sup> April 2011 – 30<sup>th</sup> June 2011, 1<sup>st</sup> July 2011 – 30<sup>th</sup> September 2011, 1<sup>st</sup> October 2011 – 31<sup>st</sup> December 2011).
5. The reward card value will be calculated on a quarterly basis and awarded to qualifying Registered Maxxis Dealers by Grouptyre shortly after the close of each quarter and no later than 30 days after the end of the quarter. The reward card will be rounded down to the nearest £5.00 and any remaining value will not be carried over. Grouptyre will total the number of purchases of each Registered Maxxis Dealer each month. This may or may not be transmitted to the individual

- Registered Maxxis Dealers on a monthly basis. At the end of each quarter Grouptyre will collate all purchases and calculate the vouchers required for each Registered Dealer. Maxxis will provide Grouptyre with the vouchers for each Registered Maxxis Dealer. Grouptyre will in turn supply these vouchers to the Registered Dealer.
- 6 There is no cash alternative.
  - 7 Any amounts earned by a Registered Maxxis Dealer in accordance with these terms and conditions cannot be transferred between Registered Maxxis Dealers or to any other person.
  - 8 Neither of the Promoter nor Grouptyre will be responsible for any Benefit in kind, tax liability imposed by HM Revenue and Customs and this will pass to the Registered Maxxis Dealer upon receipt of the Argos Vouchers.
  - 9 The Promoter reserves the right to vary, replace or withdraw the promotion at any time.

### **Take That Incentive**

1. The Promoter is Maxxis International UK Plc a company registered in England under number 1205689, whose registered office is at Carr Road, Felixstowe, Suffolk, IP11 3RX ("**Maxxis**").
2. The Take That incentive prize draw detailed below is open to all UK, resident customers of Group Tyre (UK) Ltd a company registered under number 03203659, whose registered office is located at Suite 1 Weaver House Ashville Point, Clifton Lane, Sutton, Weaver, Runcorn, Cheshire, WA7 3FW (or a Grouptyre member company) ("**Grouptyre**") aged 18 years or over (***excluding anyone who is an employee of the Promoter, their immediate families, agents or anyone professionally connected with the promotion***) who have completed successfully the Maxxis stockist registration form by filling in all the required details on a written registration form. Entry is subject to the following terms and conditions.
3. Registrations received from Registered Dealers requesting to become Maxxis stockists from outside of the UK or from Ireland and Europe, as well as those containing incomplete registration details, are excluded from participation.
4. This prize draw promotion will close at midnight on 30<sup>th</sup> April 2011..

5. The prizes available are 12 pairs of VIP tickets to attend the Take That concert in Birmingham's Villa Park on Monday 27<sup>th</sup> June 2011. Travel to and from the concert will be the responsibility of the prize-winner.
6. To qualify for entry into the draw, Registered Maxxis Dealers must purchase a minimum of 150 car tyre units from a member of Grouptyre between January 1<sup>st</sup> and April 30<sup>th</sup> 2011 inclusive. Every tyre purchased over and above the 150 tyre target will entitle that Registered Dealer to one individual entry into the national draw (eg 200 tyres purchased during the 4 month period will entitle the dealer to 50 entries into the prize draw).
7. The prize draw will be carried out week commencing 9<sup>th</sup> May 2011, under independent supervision.
8. Notification of the winners will be available by writing to Grouptyre/Maxxis Promotion 2011, c/o JM Bailey Communications Limited, 27 Homer Road, Solihull, West Midlands, B91 3QG. The Promoter reserves the right to publish a list of winners and runners up in Trade Press.
9. No alternative prizes are available. The Promoter reserves the right to offer alternative prizes of the same or higher value where it necessary to do so.
10. No cash prizes are available and prizes are non transferable.
11. No correspondence relating to the prize draws will be entered into.
12. Winners and runners up may be required to take part in publicity accompanying or resulting from this promotion. Prize draw winners agree to their name and that of their company being published by the Promoter.
13. Neither of the Promoter nor Grouptyre will be responsible for any Benefit in kind, tax liability imposed by HM Revenue and Customs and this will pass to the Registered Maxxis Dealer upon receipt of the prize
14. The Promoter reserves the right to vary, replace or withdraw the promotion at any time.