**Bridgestone Mercedes-Benz Retailer Promotion**

**1 April – 30 June 2019**

1. The promotional period is 1st April to 30th June 2019 (Inclusive).

2. This trade incentive promotion is open exclusively to Mercedes-Benz Retailers who are signed onto the Official Mercedes-Benz and Grouptyre Tyre Programme (on programme Retailers) and who are 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, Sutton Weaver, Runcorn, Cheshire, WA7 3FW (“Grouptyre”) (or a Grouptyre member company) aged 18 years and over (excluding anyone who is an employee of Group Tyre, Mercedes-Benz Cars UK Ltd, Bridgestone UK, their immediate families, agents or anyone professionally connected with the promotion).

3. To participate in the promotion, eligible Retailers must go to the Grouptyre website www.grouptyre.co.uk/mercedesq2promo2019 and register interest in the promotion.

4. All eligible Mercedes-Benz Retailers will be placed in a league based on past sales. These eligible Mercedes-Benz Retailers will receive a Qualifying Target (QT) based on Q2 2018 sales for Bridgestone Tyres which was an average of the retailers in their league. Retailers need to achieve QT in their league.

5. The Retailers with the highest percentage growth over the QT at the end of the campaign in each league on Bridgestone tyres will be the winner in that league. If there is a league where a Retailer has achieved the same percentage uplift they will then be placed in a draw.

6. There are 4 leagues each with the following prizes:

1st prize £500, 2nd prize £250, 3rd prize £100 per league, supplied in the form of Bridgestone Compliments Select credit.

7. Winners will be notified by email on Monday 8th July 2019 and confirmation of acceptance of the prizes will be required.

8. All prize winners’ names will be available through promoter Grouptyre, Suite 1 Weaver House, Ashville Point, Sutton Weaver, Runcorn WA7 3FW.

9. It is deemed a condition of entry that winners consent to any reasonable request for PR activity.

10. Any “benefit in kind” tax liability has already been paid by Bridgestone Tyres UK.

11. No cash alternative is available. No correspondence will be entered into.

12. Prizes are subject to availability and may be substituted by an alternative where necessary.