

## **Continental / Mercedes-Benz Retailer Promotion**

**1 July – 30 September 2019**

1. The promotional period is 1st July to 30th September 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, Continental Tyres Group Ltd, 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/mercedesq3promo2019](http://www.grouptyre.co.uk/mercedesq3promo2019) and register interest in the promotion.
4. All eligible Mercedes-Benz Retailers will be placed in a league based on their % share of Continental tyres purchased from their local Grouptyre member in Q3 2018. These eligible Mercedes-Benz Retailers will receive a % share Qualifying Target (QT) based on Conti % of Q3 2018 purchases which was an average of the retailers in their league. Retailers need to achieve QT in their league.
5. There are 4 leagues. The two Retailers with the highest percentage growth over the QT at the end of the campaign in each league on Continental tyres will be the winners in that league and will win a place on a driving experience to be held at Mercedes Benz World, Brooklands on 24<sup>th</sup> October 2019. It will be the winner’s responsibility for travel to and from the event.
6. There will also be 2 wild card winners, which will be the 2 retailers with the most improved % share of Continental tyres based on Q3 2018 purchases.
7. Winners will be notified by email on Monday 7<sup>th</sup> October 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 Continental Tyre Group Ltd.
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.