

Michelin / Mercedes-Benz Retailer Promotion

1 January – 31st March 2020

Terms and Conditions

1. The promotional period is 1st January to 31st March 2020 (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, Michelin Tyre plc, 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/mercedesq1promo2020 and register interest in the promotion.
4. All eligible Mercedes-Benz Retailers will receive a Michelin qualifying target which is based on their Michelin purchases during Q1 2019. Retailers need to achieve the qualifying target to participate.
5. There are six prizes to be won. The six retailers with the highest percentage growth above their Michelin qualifying target will win a prize.
6. The Retailer with the highest percentage growth above their Michelin qualifying target at the end of the campaign will win a Hospitality Package to the Goodwood Festival of Speed 2020 on 11th & 12th July 2020. The package is for 2 people and includes one-night accommodation (1 room), transfers from the hotel to the event and return, 2-day entry tickets to the event, access to the Michelin hospitality area on the main Michelin stand. It will be the winner's responsibility for travel to and from the accommodation provided.
7. The next five Retailers with the highest percentage growth above their Michelin qualifying target will win a Virgin Experience for one person up to the value of £250.
8. Winners will be notified by email Wednesday 8th April 2020 and confirmation of acceptance of the prizes will be required.
9. All prize winners' names will be available through promoter Grouptyre, Suite 1 Weaver House, Ashville Point, Sutton Weaver, Runcorn WA7 3FW.
10. It is deemed a condition of entry that winners consent to any reasonable request for PR activity.
11. Michelin Tyre PLC does not accept liability for any loss, costs, damages or expenses arising in connection with this promotion. Michelin Tyre PLC will not be responsible for any tax liability in whole or in part incurred by participants or individuals as a result of this promotion. Michelin Tyre PLC will not be responsible for any tax liability arising as a result of any incentive awards made in connection with this promotion. Michelin Tyre PLC may be required to notify the tax authorities of those receiving such rewards. It is understood that this reward is to be used within the business and is not intended for personal use.
12. No cash alternative is available. No correspondence will be entered into.
13. Prizes are subject to availability and may be substituted by an alternative where necessary.