

## Terms and conditions

1. 'MICHELIN Spring 2022 ROI Promotion' (the 'Promotion') is open to all end user purchasers (i.e. an individual who will use the tyres for their own benefit) who are Republic of Ireland (ROI) residents aged 18 and over, except Michelin Tyre PLC's (the 'Promoter') employees, its agencies or anyone else connected with the creation and administration of this Promotion. For the avoidance of doubt, end users exclude dealers and resellers. 2. By participating in the Promotion, claimants agree to be bound by these terms and conditions and by any other requirements set out in the promotional material. 3. There is a purchase requirement. Claimants must purchase two or four MICHELIN agricultural tyres in a single transaction between 1 February 2022 and 30 April 2022. 4. Promotion only valid on tyres purchased by end users directly from Exelagri accredited dealers. A list of participating Exelagri dealers can be found at <https://business.michelin.co.uk/michelin-exelagri> or by calling the MICHELIN helpline number on +44 (0) 300 303 3585. 5. Closing date for receipt of claims is 31 May 2022. 6. Claims must be made on an official claim form either obtained by the participating Exelagri dealer or online via <https://agri-offers.michelin.co.uk>. Claims must be accompanied by a legible copy of a valid receipt highlighting the tyres purchased ('Valid Receipt'). For online forms a copy of the Valid Receipt must be uploaded as an attachment in a format specified on the website. It is recommended that you keep a copy for your records as claim forms and receipts become the property of the Promoter and will not be returned. For postal forms, please post back to: MICHELIN Spring 2022 ROI Promotion, PO Box 504, Leicester, LE94 0AE. 7. The Claimant will receive: €700 with the purchase of 4 and €300 with the purchase of 2: MICHELIN AXIOBIB, AXIOBIB 2, CEREXBIB, CEREXBIB 2, FLOATXBIB, MACHXBIB, MEGAXBIB, MEGAXBIB 2, ROADBIB, XM28 (of any dimension); and €350 with the purchase of 4 x 26" or above, €175 with the purchase of 4 x 24" or below, €115 with the purchase of 2x 26" or above and €55 with the purchase of 2 x 24" or below: MICHELIN AGRIBIB, AGRIBIB 2, AGRIBIB RC, BIBLOAD HS, CARGOXBIB HF, CARGOXBIB HD, CARGOXBIB, CROSSGRIP, MULTIBIB, OMNIBIB, POWER CL, POWER DIGGER, SPRAYBIB, TRAILXBIB, XEOBIB, XF, XMCL, XM27, XM47, X M108, XS, YIELDBIB. Tyres must be purchased in one transaction. Multi size sets will be paid proportionately - i.e. purchase two 24" and two 26" tyres for the same vehicle and claim €262.50. Payment will be made by BACS transfer or pre-paid card within 42 days of receipt of a valid claim to the end user directly. 8. Only one claim per vehicle is permitted, up to a maximum of 4 tyres. Lost, incomplete, invalid, illegible or late claims will not be accepted and proof of posting shall not constitute proof of receipt. The Promoter accepts no responsibility for entries not successfully completed due to a technical fault, technical malfunction, computer hardware or software failure, satellite, network or server failure of any kind. The Promoter reserves the right to discard illegible claim forms. The Promoter reserves the right to reject a claim if it believes the claim is not legitimate and amend/ cancel/ suspend the Promotion where it becomes necessary to do so. The Promoter's decision is final. 9. Michelin Tyre PLC will not be liable for any tax liability in whole or part incurred by claimants or individuals as a result of this Promotion. 10. Personal data supplied during the course of this Promotion will be passed on to a third party supplier (namely MRM Ltd) only as required for fulfilment/arrangement of the BACS transfer. For further details, please refer to the privacy notice set out below. 11. This Promotion is governed by English law and the parties submit to the jurisdiction of the English courts. 12. Promoter: Michelin Tyre PLC, Campbell Road, Stoke-on-Trent, ST4 4EY.

## Privacy Statement

**General** - Michelin Tyre plc ("Michelin") acts as a Data Controller. You can contact Michelin's data protection officer by emailing [legal.general@michelin.com](mailto:legal.general@michelin.com). You can request access to your data, update any inaccurate or incomplete data, object to the processing of your data, request the deletion or removal of personal data and restrict the processing of your personal data. Further information on your rights can be found by visiting the Data Protection Commission's (DPC) website [www.dataprotection.ie](http://www.dataprotection.ie). If you are not happy with how we deal with your personal data, you have the right to lodge a complaint with the DPC. For further details about how Michelin processes your data, please see <https://www.michelin.co.uk/web-content/privacy>.

**Promotion** - Personal data collected for the purpose of administering the promotion is being collected directly by Multi Resource Marketing Ltd ("MRM") on Michelin's behalf as a Data Processor. Such data processing is being carried out solely to administer the promotion, issue your pre-paid visa card or arrange your bank transfer and to verify the information provided by security checks. Personal data may be shared with third parties in order to verify your identity and issue Prepaid Visas. The Promoter will process claimants' data based on the Promotion's terms and conditions. The Promoter will only retain claimants' information for 3 months after the end of the Promotion.

**Marketing** - If you select to receive marketing, personal data collected for marketing purposes is being collected by MRM for and on behalf of Michelin. Michelin will use your consent as the legal basis for collecting your information as requested for marketing purposes. Michelin will generally retain your information until you choose to unsubscribe. However, if we have not heard from you for a while or notice that you have not opened our emails etc. in a period of 36 months, we will remove your details from our database. You can withdraw your consent at any time by contacting us at [legal.general@michelin.com](mailto:legal.general@michelin.com) or by clicking the unsubscribe link in any marketing email.

Michelin Tyre Plc, Campbell Road, Stoke-on-Trent, ST4 4EY  
[business.michelin.co.uk/agriculture](https://business.michelin.co.uk/agriculture)



# MICHELIN AGRICULTURAL TYRES. PROVEN PERFORMANCE ACROSS YOUR OPERATION.



FROM 1ST FEBRUARY - 30TH APRIL 2022

**BUY 4 MICHELIN AGRICULTURAL  
TYRES AND CLAIM UP TO €700\***

\*Reward will be paid in the form of a pre-paid reward card or BACS transfer. Participating Exelagri dealers only. Minimum purchase of 2 tyres. Offer applies to selected agricultural tyres only. Valid from 1st February - 30th April 2022. (31st May 2022 for receipt of claims). Terms and conditions apply, see reverse for details.



# BUY 4 MICHELIN AGRICULTURAL TYRES AND CLAIM UP TO €700\*

## OFFER 1

CLAIM UP TO €700\* WHEN YOU PURCHASE TYRES FROM THE FOLLOWING PATTERNS:  
MICHELIN AXIOBIB, AXIOBIB 2, CEREXBIB, CEREXBIB 2, MACHXBIB, MEGAXBIB, MEGAXBIB 2, ROADBIB, XM28, FLOATXBIB.



## OFFER 2

CLAIM UP TO €350\* WHEN YOU PURCHASE TYRES FROM THE FOLLOWING PATTERNS:  
MICHELIN AGRIBIB, AGRIBIB 2, AGRIBIB RC, OMNIBIB, MULTIBIB, XEOBIB, YELDBIB, SPRAYBIB, CROSSGRIP, CARGOXBIB HF, CARGOXBIB HD, CARGOXBIB, TRAILXBIB, XS, XMCL, BIBLOAD HS, XM47, XF, POWER CL, POWER DIGGER, XM108, XM27.

### 26" OR ABOVE



### 24" OR BELOW



\*Reward will be paid in the form of a pre-paid reward card or BACS transfer. Minimum purchase of two MICHELIN agricultural tyres. Tyres must be purchased in one transaction. Multi size sets will be paid proportionately - i.e purchase two 24" and two 26" tyres and claim €262.50. Valid on purchases from 1st February to 30th April 2022.

## WAYS TO CLAIM

### A new and easy way to claim...

To submit your claim simply scan the QR code or visit [agri-offers.michelin.co.uk](https://agri-offers.michelin.co.uk) choose the offer, fill in the form and upload an image of your invoice.



**OR** For postal claims fill in the claim form opposite, remembering to attach a copy of your invoice.

## FOR POSTAL CLAIMS SIMPLY COMPLETE THIS CLAIM FORM AND POST IT BACK WITH YOUR ORIGINAL RECEIPT TO THE ADDRESS BELOW:

MICHELIN Spring 2022 ROI Promotion, PO Box 504, Leicester, LE94 0AE United Kingdom.

Helpline Support: +44 (0) 300 303 3585 Email: [michelinteamOHT@mrm.co.uk](mailto:michelinteamOHT@mrm.co.uk)

Reward choice (please tick choice): Pre-paid reward card  BACS TRANSFER

### YOUR DETAILS:

\*The fields below are mandatory. To successfully process the claim an email address is required.  
If no email address is available a telephone number must be given.

Title\*: ..... First Name\*: .....

Surname\*: .....

Date of Birth: ..... (Only required if claiming for Pre-Paid reward card over €100)

Address\*: .....

..... Postcode\*: .....

Email\*: .....

Telephone No\*: .....

Vehicle Type: .....

Vehicle Make: .....

If you are choosing a BACS TRANSFER please fill out the additional information below

### BACS TRANSFER DETAILS:

Customer Name\*: .....

Sort Code\*: ..... BIC Number\*: .....

IBAN Number\*: .....

Account Number\*: .....

Account Name\*: .....

Bank Name / Address\*: .....

I understand by entering this promotion that the Promoter will submit the information entered to a third party, Multi Resource Marketing Limited (MRM) to issue the reward, and that the information given will be checked electronically by MRM to confirm my identity. Full terms and conditions and Michelin's privacy statement applies, see reverse for details. Michelin Tyre PLC would like to use my contact details and send me information about their products and services by email. I can tick this box to consent to receiving such information  I can withdraw my consent at any time by contacting Michelin at [legal.general@michelin.com](mailto:legal.general@michelin.com)