

AG DEALER REDEMPTION PROMOTION 2026
TERMS AND CONDITIONS



1. These terms and conditions (the “**Terms**”) govern participation in the Ag Dealer Redemption Promotion (the “**Promotion**”). By participating in this Promotion, you agree to be bound by these Terms and by any other requirements set out in the applicable promotional materials. The promotor of this Promotion is Michelin Tyre PLC, Campbell Road, Stoke-On-Trent, Staffordshire, ST4 4EY (“**Michelin**” or the “**Promotor**”).
2. The Promotion is open only to MEX Advocate dealers (the “**Dealers**”). The Promotion is not open to employees of Michelin, its agents, contractors, or any person professionally connected with the creation, administration or operation of the Promotion. Michelin may require Dealers to provide evidence of their MEX status on request.
3. The Promotion applies to eligible claims relating to qualifying purchases made between 1 February 2026 and 30 April 2026 (the “**Promotion Period**”). The closing date and time for receipt of claims is 23:59 on 31 May 2026. The Promotion applies to qualifying purchases of Michelin and Kleber tyres as specified in the applicable rebate matrix issued by Michelin. No rebates will be paid in respect of any other tyres unless agreed by Michelin in writing and recorded in a variation to these Terms.
4. The rebate payable per valid claim shall be determined solely in accordance with the applicable rebate matrix (available in GBP and EUR), which has been provided to all qualifying Dealers and will also be made available within the relevant promotional materials. Michelin reserves the right to substitute a rebate of equal value where circumstances beyond its reasonable control make this unavoidable.
5. The rebate will be issued by way of credit note. The credit note will be applied to the Dealer’s account in the same manner as payments for tyres are ordinarily processed. The credit note will be issued to the address registered for the Dealer in Michelin’s dealer system. Subject to verification, Michelin aims to issue the credit note within 90 days of receipt of a valid claim.
6. All claims must be submitted in accordance with the instructions set out in the promotional materials, including any instruction letters issued as part of the Promotion. Claims must be made using the prescribed claim form and accompanied by supporting evidence, including copies of relevant invoices demonstrating that a discount has been applied in line with the applicable rebate matrix values. Lost, incomplete, invalid, illegible or late claims will not be accepted. Each claim must relate to a genuine qualifying transaction completed during the Promotion Period.
7. Michelin reserves the right to verify all claims. For verification purposes, Michelin may review information including (without limitation): claimant name; email address; physical address; vehicle registration number; IP location; and any other information reasonably required to assess compliance with these Terms.
8. Where Michelin believes a claim is not legitimate, it may withhold issuance of the credit note pending completion of its investigation. Michelin may amend, suspend or cancel the Promotion where it becomes necessary to do so.

9. Michelin reserves the right to refuse to issue a rebate where: a claim does not comply with these Terms; the claim is submitted after the closing date; or Michelin reasonably suspects fraud, abuse or manipulation. Michelin's decision in relation to any claim is final.
10. Michelin will not be responsible for any tax liability, in whole or in part, incurred by Dealers or any third party as a result of participation in the Promotion.
11. Participation in the Promotion does not count towards any other Michelin volume-based incentive schemes or end-user promotional campaigns, unless expressly stated by Michelin in writing.
12. Michelin reserves the right to terminate or withdraw the Promotion at any time. Termination shall not affect valid claims submitted prior to the effective date of termination, subject to verification.
13. Michelin's standard General Terms and Conditions of Sale (as updated or amended from time to time) are incorporated into these Terms where applicable and any purchases made are subject to Michelin's standard General Terms and Conditions of Sale (as updated or amended from time to time). A copy of the current terms and conditions can be found here: <https://www.michelin.co.uk/conditions-of-sale>.
14. Both parties agree to comply with all applicable data protection laws in the processing of personal data (including but not limited to the UK GDPR and the Data Protection Act 2018).