



PROMOTION TERMS AND CONDITIONS (UK & ROI)

UK & ROI Ts and Cs – Harvest Campaign 2026

1. The Michelin Harvest Campaign 2026 (the "Promotion") is open to end users aged 18 years or over who purchase qualifying agricultural tyres from participating dealers during the Promotion Period. The Promotion excludes employees of Michelin Tyre PLC (the "Promoter"), its agencies, anyone involved in the creation or administration of the Promotion, and trade customers, including tyre dealers and their employees.
2. By participating in this 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 minimum two and maximum twelve eligible Michelin or Kleber tyres in any single transaction during the promotional period 13 July 2026 and 16 October 2026 (the "Promotion Period"). There is no maximum amount of transactions.
4. Claimants will receive the applicable promotional discount at the time of purchase from a participating dealer. The discount will be applied directly to the purchase invoice. Eligible Michelin tyres can be viewed here: [Michelin Tyre Campaign | Agricultural & Truck Tyre Offers](#) & eligible Kleber tyres can be viewed here: <https://www.kleber-tyres.com/agri/>. For details of the applicable discount, please speak to your participating dealer.
5. Promotion is only available at participating dealers. A list of participating dealers can be found using either of these links [Michelin Tyre Campaign | Agricultural & Truck Tyre Offers](#) or <https://www.kleber-tyres.com/agri/>. If you are in doubt, please ask your tyre dealer if your purchase will qualify for this Promotion in advance of your purchase. The dealer may share limited purchase information with Michelin for the purpose of validating and administering the Promotion.
6. Closing date and time for the Promotion is midnight 16 October 2026. Participating dealers opening times may vary which may impact the closing time of the Promotion for each participating dealer.
7. The Promoter will not be responsible for any tax liability, in whole or in part, incurred by Claimants or any third party as a result of participation in the Promotion.
8. Entry into this Promotion cannot be in conjunction with any other offer provided by Michelin.
9. These terms are governed by English law. If you are a consumer you can bring claims against us in the English courts. If you live in Wales, Scotland or Northern Ireland, you can also bring claims against us in the courts of the country you live in. If you are a consumer we can claim against you in the courts of the country you live in. If you are a business, you irrevocably agree to submit all disputes arising out of or in connection with our contract with you to the exclusive jurisdiction of the English courts.

10. Promoter: Michelin Tyre PLC, Campbell Road, Stoke-on-Trent, ST4 4EY.

Privacy Notice

The Promoter does not collect personal data directly from you for the purpose of the Promotion. In order to validate and administer the Promotion, The Promoter may receive limited personal information from the participating dealer relating to your qualifying purchase. The Promoter will process this information solely for the purposes of validating eligible purchases and administering the Promotion based on these terms and conditions and our legitimate interest in preventing fraudulent activity. For any limited personal data shared by the participating dealer, the Promoter acts as a Data Controller. You can contact the Promoter's data protection officer by emailing 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. The Promoter will process claimants' data based on these terms and conditions. The Promoter will only retain claimants' information for [3 months] after the end of the Promotion.

Further information on your rights can be found by visiting the Information Commissioner's Office website www.ico.org.uk or the Data Protection Commission at <https://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 Michelin Tyre PLC directly by contacting legal.general@michelin.com. If you are still not satisfied, you can also make a complaint to the ICO or DPC via their websites. For further details about how Michelin processes your data, please see <https://www.michelin.co.uk/privacy-policy>.