

## **Michelin PIM BR Promotion Terms and Conditions**

Between 1 January 2026 and 31 December 2026 save up to £100 on MICHELIN agricultural tyres\*

T&Cs apply. 18+ & UK only. Available on purchases of two or more agricultural tyres between 01/01/2026 and 31/12/2026.

### **Terms and Conditions**

1. 'MICHELIN People in Motion – Beyond Road Promotion' (the 'Promotion'), arranged by Michelin Tyre PLC, Campbell Road, Stoke-on-Trent, ST4 4EY (the 'Promoter'), is open to NFU NFUS members only.

2. For the purposes of these terms and conditions, a "Claimant" is a customer who has purchased and fitted eligible tyres at a participating Exelagri tyre dealer and submits a valid claim under this Promotion. By participating in this Promotion, Claimants agree to be bound by these terms and conditions. The Promoter reserves the right to refuse to award the cashback to any Claimant in breach of these terms.

3. New tyres must be purchased and fitted at a participating Exelagri tyre dealer to qualify for the Promotion. A list of participating dealers can be found at [business.michelin.co.uk/michelin-exelagri](https://business.michelin.co.uk/michelin-exelagri). Claimants must input a valid promotional code when submitting their claim.

4. This Promotion applies to purchases made between 1st January 2026 and 31st December 2026 only ('Promotional Period'). Closing date for receipt of claims is 31st January 2027.

5. The Promotion entitles claimants to either claim: (i) £50 BACS transfer when purchasing a set of two eligible MICHELIN tyres; or (ii) £100 BACS transfer when purchasing a set of four eligible MICHELIN tyres.

5.1 A full list of eligible tyres can be found at <https://business.michelin.co.uk/offers-michelin>.

6. The Claimant will receive cashback on the purchase of eligible MICHELIN agriculture tyres. The amount will be refunded by bank account transfer ("Cashback").

7. A minimum of 2 MICHELIN agriculture tyres must be purchased to claim. A Claimant can submit up to a maximum of 4 claims over the Promotional Period. Each claim must have a separate and identifiable tyre purchase transaction invoice number that can be verified.

8. All tyres purchased on the campaign do not need to be the same pattern/size.

9. Each purchase invoice is permitted to be used within one claim only.

10. The Promoter reserves the right to discard incomplete or illegible invoices.

11. The Promoter reserves the right to dispute a claim if it believes the claim is not legitimate.

12. This Promotion is in addition to any support a Claimant may negotiate directly with their Michelin Exelagri dealer and any additional incentives Michelin may run from time to time.

13. How to apply:

13.1 Buy new qualifying MICHELIN tyres between 1st January 2026 and 31st December 2026.

13.2 NFU and NFUS members should log into the members area of the NFU, NFUS Website [nfuonline.com](http://nfuonline.com) and click the link to the Michelin Tyre claim form and complete the online form. Each claim form requires an NFU or NFUS membership number.

13.3 Claims must be accompanied by a legitimate and legible copy of a valid invoice, showing the tyres purchased subject to these terms and conditions. A copy of the valid invoice must be uploaded as an attachment in a format specified on the website. Lost, incomplete, invalid, illegible or late claims will not be accepted. The Promoter reserves the right to investigate, and where necessary, dispute a claim if it believes the claim is not legitimate and amend, suspend or cancel the Promotion where it becomes necessary to do so. In such circumstances, payment to the Claimant's bank account may be withheld until the Promoter is satisfied that the claim is legitimate. In order to satisfy itself that the claim is legitimate the Promoter shall review the claim information including but not limited to the claimant's name, email address, physical address, vehicle registration number, IP location, and any other information deemed necessary by the Promoter to ascertain that the Claimant is complying with these terms and conditions. The Promoter's decision is final.

14. Cashback payment will be made via bank transfer to the Claimant's nominated bank account within 28 days from receipt of the uploaded invoice of a valid claim. The Promoter accepts no responsibility for entries not successfully completed due to a technical fault, technical malfunction, computer hardware or software, satellite, network, or server failure of any kind. Successful claims will receive an email to confirm application. If no confirmation email is received, please contact [michelinpimbr@thephlgroup.co.uk](mailto:michelinpimbr@thephlgroup.co.uk).

15. The Promoter will not be responsible for any tax liability in whole or in part incurred by a Claimant as a result of this Promotion.

16. To the extent permitted by law, the Promoter, its agents, or distributors will not in any circumstances be responsible or liable to compensate claimants or accept any liability for any loss, damage, personal injury, or death occurring as a result of taking up the cashback except where it is directly caused by the negligence of the Promoter, its agents or distributors or that of their employees. The Claimant's statutory rights are not affected.

17. Personal data supplied during this Promotion will be passed on to a third-party supplier (namely PHL) only as required for fulfilment/arrangement of the BACS transfer. For further details, please refer to the privacy notice set out below.

18. The Promoter reserves the right to hold void, cancel, suspend, or amend the Promotion where it becomes necessary to do so. The Promoter's decision is final.

19. The Promoter may change the member terms and conditions, including the availability of the Promotion at any time and without notice.

20. This Promotion is governed by English law and the parties submit to the exclusive jurisdiction of the English courts.

21. Promotor: Michelin Tyre PLC, Campbell Road, Stoke-on-Trent, ST4 4EY.

### **Privacy notice**

General - Michelin Tyre plc ("Michelin") acts as the Data Controller for this Promotion. 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 Information Commissioner's Office website [www.ico.org.uk](http://www.ico.org.uk). If you are not happy with how we deal with your personal data, you have the right to lodge a complaint with the ICO. For further details about how Michelin processes your data, please see <https://www.michelin.co.uk/privacy-policy>.

**Promotion** - Personal data collected for the purpose of administering the Promotion is being collected directly by PHL Group Limited ("PHL") for, and on behalf of, Michelin, acting behalf as Data Processor. Such data processing is being carried out solely to administer the promotion or arrange your bank transfer and to verify the information provided. Personal data may be shared with third parties, such as payment banks, for the purpose of processing your payment. Your personal data will be processed based on your agreement to the Promotion terms and conditions and retained for no longer than 6 months following the end of the Promotion.

**Marketing** - If you select to receive marketing, personal data collected for marketing purposes is being collected by PHL for and on behalf of Michelin. Michelin will use your consent as the legal basis for collecting your information as requested for marketing purposes. We may analyse information you provide to tailor our marketing communications to your interests. 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.