

TERMS AND CONDITIONS

Dealer Rewards– Summer Sell-Out Campaign

1. Purpose

These Terms and Conditions govern the dealer incentive component of the **Vredestein New Season New Bonus Summer Campaign 2026** organised by Apollo Tyres (Europe) B.V. The incentive programme rewards participating dealers based on validated consumer submissions related to the purchase of eligible Vredestein tyres.

2. Eligible Dealers

Participation in the dealer incentive programme is restricted to authorised Vredestein retail dealers operating physical stores within the participating countries: Netherlands, Belgium, Germany, Austria, Switzerland, France, Poland, Italy, Spain, Hungary, Luxembourg, United Kingdom, Czech Republic, Bulgaria, Slovenia, Estonia, Greece, Romania, Croatia, Slovakia.

A minimum of ten (10) valid participations submitted through the consumer registration landing page at www.rewards.vredestein.com for the New Season New Bonus Campaign is required to qualify for the dealer incentive reward. For more information about validated submissions, please refer to Section 7.

3. Campaign Period

The dealer incentive applies only to consumer purchases made during the official Vredestein New Season New Bonus Summer Campaign 2026 from 1 April 2026 to 15 June 2026. Only validated consumer submissions completed within the campaign participation window from 1 April 2026 to 22 June 2026 shall be considered for the calculation of the dealer incentive.

Submissions received outside the campaign period shall not be eligible for incentive calculation.

4. Incentive Structure

Dealers earn a fixed incentive amount for each valid participation submitted through the consumer registration landing page at www.rewards.vredestein.com for the New Season New Bonus Campaign. The incentive amount awarded for each valid participation varies by country, rim size, and whether the consumer purchases 2 or 4 tyres. Please refer to the chart below for a detailed overview of the applicable incentive amounts. All incentive amounts accrued during the Campaign Period will be aggregated at the end of the Campaign and converted into points. These points can then be redeemed for gift cards through the Dealer Rewards platform at www.dealer-rewards.vredestein.com.

Example: If a dealer accrues €100 during the campaign, it will receive 100 points. These 100 points can then be redeemed for one or more gift cards with a total value of €100.

inches	# of Tyres	SP	IT	FR	DE	CH	NL	BE	LX	UK	PL	AT	HU	BU	SI	GR	RO	HR	SK
		EUR	EUR	EUR	EUR	CH	EUR	EUR	EUR	GB	Zloty	EUR	HUF	EUR	EUR	EUR	RON	EUR	EUR
15	2													1	1	1	5	1	1
15	4													2	2	2	10	2	2
16-17	2	2	2	2	2	2	2	2	2	2	8	2	700	2	2	2	10	2	2
16-17	4	4	4	4	4	4	4	4	4	4	16	4	1,400	4	4	4	20	4	4
18	2	3	3	3	3	3	3	3	3	3	12	3	1,050	3	3	3	15	3	3
18	4	6	6	6	6	6	6	6	6	6	24	6	2,100	6	6	6	30	6	6
19	2	4	4	4	4	4	4	4	4	4	16	4	1,400	4	4	4	20	4	4
19	4	8	8	8	8	8	8	8	8	8	32	8	2,800	8	8	8	40	8	8
>20	2	5	5	5	5	5	5	5	5	5	20	5	1,750	5	5	5	25	5	5
>20	4	10	10	10	10	10	10	10	10	10	40	10	3,500	10	10	10	50	10	10

5. Redemption Guide

To make the redemption process clear, please follow the steps below:

1. Each dealer will receive an invitation email from noreply@dealer-rewards.vredestein.com to confirm their account on the Dealer Rewards Platform, where they will be redirected to dealer-rewards.vredestein.com to set up their account, create a password, and accept the applicable terms, conditions and policies.
2. Shortly afterwards, the dealer will receive a second email informing them of the number of points that have been credited to their account and are available for redemption on the platform.
3. After logging in with their email address and password, dealers will be able to view their accrued points and browse the gift card catalogue available in their country. See the example in the image below.
4. The dealer selects the desired gift card(s) and the amount to be redeemed. Points may be redeemed in full or partially across multiple gift cards.
5. For all redemptions, one point is equal to one unit of local currency (e.g. 100 points = €100).
6. Once the redemption has been completed, the gift card(s) will be available in the “My Products” section of the platform.

6. Validity of points and gift cards

- **Points validity:** Points credited to one's Dealer Rewards account are valid for **six (6) months** from the date they are awarded. Any unused points remaining after this date will expire automatically.

- **Gift card download:** Once points have been redeemed, the selected gift card(s) will be available in the "**My Products**" section of the Dealer Rewards platform. Gift cards must be downloaded within **six (6) months** of redemption. Due to stock availability or our partners' delivery conditions, additional delivery times may apply to gift cards. Please refer to the product-specific conditions available in your account to check the applicable delivery timeframe.
- **Gift card validity:** After a gift card has been downloaded, its validity period is determined by the individual gift card provider. The expiry date therefore varies depending on the selected gift card and country.

7. Eligible submissions

Dealer incentives shall be calculated exclusively on the basis of consumer submissions that have been successfully validated by the campaign administration team.

Apollo Tyres and its appointed campaign agency reserve the right to reject submissions that:

- contain incomplete or incorrect information
- do not meet the eligibility criteria
- involve suspected fraud or manipulation

The validation decision of the campaign administration team shall be final.

Only consumer purchases that are final and not subject to cancellation, withdrawal, refund, or return shall be considered valid for the purposes of calculating the dealer incentive.

If a consumer exercises their statutory right of withdrawal or returns the tyres after submitting a claim, the corresponding participation shall be deemed invalid and excluded from the dealer incentive calculation.

Apollo Tyres reserves the right to adjust the incentive calculation in case of cancelled or refunded transactions at its sole discretion.

Only purchases made in a physical retail store shall be eligible. Online purchases shall not be taken into account for the purposes of calculating the dealer incentive.

8. Account and Platform Conditions

Participation in the Dealer Rewards Programme is assigned to the eligible dealer. Accounts, points, rewards and gift cards may not be sold, transferred, assigned or otherwise made available to third parties. For the full terms and conditions on the points, gifts and platform, please visit [Terms of Use](#)

9. User Support

If case of any questions that are not answered in the Frequently Asked Questions section or in the redeemed incentive voucher documentation, please contact us at info@dealer-rewards.vredestein.com

10. Fraud Prevention

Apollo Tyres reserves the right to investigate any suspected fraudulent activity related to consumer submissions linked to a dealership.

In cases of suspected abuse, invoice manipulation, or artificial generation of campaign participation, Apollo Tyres may exclude the relevant submissions from the incentive calculation.

11. Verification

Apollo Tyres reserves the right to verify the validity of any claim and to request additional proof of purchase where necessary, including invoices or additional documentation from the dealer or consumer.

12. Modification or Termination

Apollo Tyres reserves the right to amend, suspend, or terminate the dealer incentive programme at any time in the event of unforeseen circumstances, fraud, or operational necessity.

Such modifications shall not affect incentives already validated prior to the change.

13. Governing Law

These Terms and Conditions shall be governed by and interpreted in accordance with the laws of the Netherlands.

Any disputes arising in connection with the dealer incentive programme shall fall under the jurisdiction of the competent courts in the Netherlands.

14. Data Protection and Privacy

- **Data Collection:** By entering the Campaign, you agree that your personal data (including, but not limited to, your name, email address, age, gender, country and any other information you provide) will be collected, stored, and processed solely for the purposes of: (i) Administering the Campaign; (ii) Contacting the winners.
- **Purpose of Data Collection:** The personal data collected will be used solely for the purposes of administering the Campaign, contacting winners, and distributing prizes. We may also use your data for marketing and internal analysis and purpose.
- **Data Storage and Security:** We are committed to ensuring that your information is secure. We have implemented appropriate technical and organizational measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction.
- **Data Sharing:** We will not share your personal data with third parties except as necessary to administer the game or as required by law. Any third parties we engage will be required to comply with GDPR and ensure the protection of your data.

- **Your Rights:** You have the right to access, rectify, or erase your personal data. You also have the right to restrict or object to the processing of your data and the right to data portability. To exercise these rights, please contact us at dataprivacy@apolloyres.com
- **Data Retention:** We will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected or as required by law.
- **Consent:** By participating in this Campaign, you consent to the collection and use of your personal data as described in this clause. If you do not agree with these terms, please do not participate in the game.
- For more information on how we handle personal data, please refer to our privacy policy as mentioned on our website at the following link : [Privacy Policy](#)