

## Continental Retail Promotion: July 2024

### Up to \$150 Instant Cash Back

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<b>Objective:</b>	To increase sales consideration for Continental tyres through Retailers and Car Dealers
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<b>Promotion Period:</b>	1 <sup>st</sup> July 2024 – 31 <sup>st</sup> July 2024
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<b>Eligibility:</b>	The offer is available to all consumers who purchase ANY 4 x eligible Continental branded tyres.
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<b>Eligible Tyres:</b>	<p><b>\$50</b> cash back will be applied at the point of sale when a consumer purchases ANY 4 x 14 - 16" Continental branded tyres.</p> <p><b>\$100</b> cash back will be applied at the point of sale when a consumer purchases ANY 4 x 17" - 18" Continental branded tyres.</p> <p><b>\$150</b> cash back will be applied at the point of sale when a consumer purchases ANY 4 x 19" or larger Continental branded tyres.</p> <p>All 4 x tyres must be purchased for fitment to a single vehicle at the same time.</p> <p>Mixed fitment size on a single invoice is eligible.</p> <p><i>** No fleet, taxi or ridesharing services are eligible</i></p>
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<b>Consumer Purchase Period:</b>	1 <sup>st</sup> July – 31 <sup>st</sup> July 2024. Any purchases that fall outside this period will not be accepted.
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<b>Methodology:</b>	<p>Consumer: Purchases ANY 4 x eligible Continental tyres from a participating dealer. At the time of purchase, all participating dealers will apply the appropriate (\$50 / \$100 / \$150) discount to the total invoice of the consumer's purchase.</p> <p>Dealer: At the time their order takes place, either a \$12.50 incl GST per tyre (14-16" tyres), \$25.00 incl GST per tyre (17" – 18" tyres) or \$37.50 incl GST per tyre (19" or larger) rebate will be applied to the invoice.</p>
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**Terms & Conditions -**

**Consumer:**

- 1) Promotion commences on 1<sup>st</sup> July 2024 and concludes on 31<sup>st</sup> July 2024. The date in which the tyres are purchased online must fall within this period.
- 2) For the month of July 2024 purchase 4 qualifying tyres and receive up to \$150 cash back on your purchase.
- 3) Purchases are eligible on ANY Continental branded tyres:
  - a. 4 x 14" – 16" tyres will receive \$50 off invoice at the point of sale
  - b. 4 x 17" – 18" tyres will receive \$100 off invoice at the point of sale
  - c. 4 x 19" or larger tyres will receive \$150 off invoice at the point of sale
- 4) The consumer will receive their cash back off their invoice at the time of purchase, therefore the onus will be on the retailer to ensure that the cash back was provided to the consumer according to the terms of the promotion. Continental will direct consumers back to retailer in the case of any complaints or queries regarding the issue of the cash back.
- 5) To view the Terms & Conditions, head to [www.continental-tires.com/au/en/b2c/car/promotions](http://www.continental-tires.com/au/en/b2c/car/promotions).
- 6) Fleet and trade purchases are excluded from this promotion.