

TERMS AND CONDITIONS FOR THE BFGOODRICH END THE YEAR OWN THE ROAD PROMOTION ("PROMOTION") AND CONTEST ("CONTEST").

IMPORTANT: PLEASE READ THESE TERMS AND CONDITIONS ("TERMS AND CONDITIONS") BEFORE ENTERING THIS PROMOTION AND CONTEST. THIS IS A LEGALLY BINDING AGREEMENT BETWEEN YOU AND MICHELIN MALAYSIA SDN BHD ("MICHELIN") ESTABLISHING THE TERMS AND CONDITIONS UNDER WHICH YOU ARE ENTITLED TO PARTICIPATE IN THIS PROMOTION AND CONTEST. BY ENTERING THIS PROMOTION AND CONTEST, YOU CONFIRM THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO ABIDE BY, THESE TERMS AND CONDITIONS.

1. **Organiser.** The Promotion and Contest are organised by Michelin Malaysia Sdn Bhd ("MICHELIN").
2. **Promotion/Contest Period:**
 - Promotion/Contest Period ("Promotion/Contest Period"): **1st October 2026 till 31st October 2026.**
 - Submission Deadline: **3rd November 2026, 11:59PM** or until the eWallet Cashback (as stated in Clause 4.6.4) are fully redeemed, whichever comes first.
3. **Eligibility.**
 - 3.1. **General Eligibility Requirements**
 - All residents of Malaysia aged 18 years and above as at the start of the Promotion/Contest Period are eligible to participate in the Promotion and Contest.
 - 3.2. Only individual consumers are eligible to participate in the Promotion and Contest. For the avoidance of doubt, any purchase made under a company or organization name including dealer claims or automotive industry-related business purchases are not eligible for the Promotion and Contest.
 - 3.3. **Not eligible**
 - The following are not eligible to participate in the Promotion and Contest:
 - Employees of MICHELIN and its related corporations and their immediate family members.
 - Employees of any party, including but not limited to agents of MICHELIN, dealers and/or retailers, which is directly involved in organizing, promoting or conducting the Promotion and Contest.
 - Individuals engaging or are, in MICHELIN's opinion, likely to engage in sub-wholesale, resale or sale of the Eligible MICHELIN Products to downstream distributors or retailers.
 - Any entry containing (i) NRICs; (ii) telephone numbers; (iii) email addresses and (iv) house or shop addresses used by or associated with any individuals mentioned in this Clause 3.3. shall be disqualified from participating in the Promotion and Contest.

3.4. Eligible BFGoodrich Products

- For the purpose of this Promotion and Contest, any of the following BFGoodrich tire models are individually referred to as “**Eligible BFGoodrich Product**”:

BFGoodrich
Tire Pattern
All-Terrain T/A KO2
All-Terrain T/A KO3
Mud-Terrain T/A KM3
Advantage Touring
G-Force Phenom

3.5. All Eligible BFGoodrich Products must be purchased from participating dealers only. Participants are required to check with the dealer if they are a participating dealer. Participants will also be able to see the Promotion and Contest’s promotional materials displayed in the participating dealer’s outlet.

3.6 The following are the venues which carry Eligible BFGoodrich Products:

3.6.1. All Tyreplus distributorships, a list of which can be found at <https://www.bfgoodrich.com.my/auto/dealer-locator>;

3.6.2. All MICHELIN Expert Centre distributorships, a list of which can be found at <https://www.bfgoodrich.com.my/auto/dealer-locator> ;

3.6.3. Selected MICHELIN Associate Dealers. For a list of the selected Associate Dealers please either (i) contact the Programme Centre, details of which are set out in Clause 4.6.3 below; or (ii) call the MICHELIN hotline at +603 – 7680 3888.

3.7. The Eligible BFGoodrich Product must be purchased within the Promotion/Contest Period as indicated in the proof of purchase.

4. How to Participate.

4.1. To qualify for the Promotion:

4.1.1. participants must purchase a minimum of two (2) and up to a maximum of four (4) pieces of the Eligible BFGoodrich Products in a single invoice or receipt,

4.1.2. the total purchase price must be a minimum of RM 400 and above.

4.2. To qualify for the Contest, participants must qualify for the Promotion, and correctly answer the contest question found in Promotion and Contest microsite.

4.3. Subject always to Clause 4.6 and Clause 5, for every eligible purchase, participants are entitled to redeem one (1) eWallet Cashback, and one (1) entry to join the Contest.

4.4. Participants must submit their entry with their particulars in the manner set out in Clause 4.6.1.

4.5. For any submissions that are successful, participants will receive an SMS and/or email notification. For inquiries, please contact the Programme Centre, details of which are set out in Clause 4.6.3. below.

4.6. PARTICIPATION DETAILS

4.6.1. Participants who wish to enter the Promotion and Contest must submit their particulars in the following manner:

Step 1 Scan the QR code or visit promo link <https://l.ead.me/bfgoct26> found on the promotional material.

Step 2 On the Online Contest Form.

- i) Complete all necessary details.
- ii) Answer the contest question.

Step 3 Upload a scanned copy/photocopy of your purchase invoice/receipt.

Step 4 Click Submit.

Step 5 Within 03 working days, you will receive an SMS on your registered phone and/or email notification indicating that your submission has been received.

4.6.2. Each participant, whose participation shall be tracked by mobile telephone number and NRIC number, may only submit one (1) entry and may only purchase up to a maximum of four (4) units of tires in relation to such entry.

4.6.3. Full contact details of the Programme Centre ("**Programme Centre**") are as follows:

BFGOODRICH END THE YEAR OWN THE ROAD PROGRAMME CENTRE

c/o Apostrophe Marketing Communications Sdn Bhd

Unit 26-8, Oval Damansara, 685 Jalan Damansara,

Taman Tun Dr Ismail, 60000 Kuala Lumpur, Malaysia.

Office Hours: Monday – Friday, 9AM – 6PM

Contact Person: Mr. David

Tel: +6016 721 6316

Email address: bfgoodrich.yearend@apostrophe.com.my

4.6.4. The maximum number of redemptions for the entire Promotion/Contest Period is capped at three hundred (300) on a 'first-come, first-served' and 'while stocks last' basis.

4.6.5. Once the maximum redemption has been reached, an announcement will be made within 48 hours on BFGOODRICH Promotion/Facebook page, no further claims will be honored, and the Promotion and Contest will automatically terminate, notwithstanding any remaining time in the Promotion/Contest Period.

4.6.6. All submissions received after:

- **3rd November 2026, 11:59PM**, or
- **All the eWallet Cashback** as stated in Clause 4.6.4 have been fully redeemed

shall not be accepted.

4.6.7. Participants must include all necessary details in the Online Contest Form at <https://promo.michelin.com.my/forms/bfg-yearend-2026>. Incomplete submissions will be discarded without prior notice. An incomplete submission is a submission which does not have complete details, is without or has incorrect/incomplete or unreadable proof of purchase or has incomplete details of the proof of purchase (without purchase item, tire size, quantity, purchase unit price, invoice number, or invoice date).

- 4.6.8. For any submissions that are rejected, participants will receive an SMS and/or email notification stating the reasons for the rejection. For further inquiries please contact the Programme Centre, details of which are set out in Clause 4.6.3. above.
- 4.6.9. Participants will receive a notification via SMS and/or email of a successful submission. Hence, participants are required to correctly submit their contact details. MICHELIN and the Programme Centre shall not be responsible for any incorrect submission of contact details.
- 4.6.10. Participants must retain the original paid invoice and/or receipt as proof of purchase. Customers may be required to present original proof of purchase for verification when receiving their eWallet Cashback.
- 4.6.11. Failure to produce the original proof of purchase upon request will result in disqualification.
- 4.6.12. Participants must contact the Programme Centre on or before **30th November 2026, 11:59PM** in relation to any non-receipt of any applicable e-wallet Cashback, and MICHELIN shall not entertain any such claims or related queries made after **30th November 2026, 11:59PM**.
- 4.6. All costs and/or expenses incurred arising from the participation of the Promotion and Contest, including but not limited to internet access, mobile data, telecommunication services, and any other incidental or related expenses, shall be borne by the Participants.
- 4.7. This Promotion and Contest are not valid in conjunction with any other on-going promotions, contests, offer and/or discounts, unless otherwise stated.

5. EWallet Cashback and Prizes.

5.1. EWallet Cashback

- 5.1.1. The value of redeemable eWallet Cashback shall be as follows:

Total Spend	EWallet Cashback
RM 400.00 – RM 999.99	RM 40
RM 1,000.00 – RM 1,999.99	RM 100
RM 2,000.00 – RM 3,499.99	RM 200
RM 3,500.00 – RM 5,999.99	RM 320
RM 6,000.00 and above	RM 480

- 5.1.2. The types of eWallet Cashback to which this Promotion and Contest relates shall be Touch 'n Go. MICHELIN retains absolute discretion as to which eWallet Cashback to provide under this Promotion and Contest, and eWallet Cashback are provided subject to availability. MICHELIN and the Programme Centre reserve the right to provide any other vouchers in lieu of the eWallet Cashback in the event that the eWallet Cashback are no longer available.
- 5.1.3. MICHELIN may conduct a random audit check on the submissions received. For this purpose, the Programme Centre may randomly contact a participant up to a maximum of three (3) times. Such contact may be done through telephone calls. The Programme Centre shall not contact a participant more than once a day. If the Programme Centre does not receive a reply to the telephone calls, then MICHELIN reserves the right to reject the submission.
- 5.1.4. EWallet Cashback are provided strictly on a first-come, first-served basis, and only while stocks last. MICHELIN will not and is not liable for replenishing the supply of eWallet Cashback.

5.2. Prizes

5.2.1. Three (3) Contest Prize ("**Prize**") of a GoPro HERO 13.

5.2.2. Each participant may only win one (1) Prize during the Promotion/Contest Period.

6. How Prize Winners Will Be Selected

- 6.1. The Contest Prize winners will be shortlisted as the Shortlisted Candidates ("**Shortlisted Candidates**") by the Programme Centre based upon the total number of qualified Contest entries received for the entire Promotion and Contest, divided by the total number of Contest Prizes to be won.

Illustration

If there are a total of 5,000 qualified contest entries, and there are 3 Contest Prizes to be given away, 5,000 divided by 3 is 1,666.67 which makes the 1,666th entry for the 1st Contest Prize winner (taking the lower number), the 3,332nd entry for the 2nd Contest Prize winner, and so on.

- 6.2. A qualified contest entry is an entry which has correctly answered the contest question in the Online Contest Form, and meets all the requirements in Clauses 3 and 4.
- 6.3. Once shortlisted, you will be contacted by the Programme Centre via WhatsApp, followed by a call for further verification including but not limited to the requirements set out in Clause 7.
- 6.4. The Programme Centre will attempt to contact the Shortlisted Candidate three (3) times for three (3) consecutive days (during working hours, Monday to Friday) for further verification. In the event that a Shortlisted Candidate is not reachable in all three (3) attempts for any reason whatsoever, he/she will no longer be shortlisted as the winner. The numerical entry before the original Shortlisted Candidate shall be shortlisted as the winner.

Illustration

If the 1,666th entry is shortlisted as the original 1st Contest Prize winner and fails to respond an/or is unreachable after three (3) contact attempts, the 1665th entry shall be shortlisted as the next 1st Contest Prize winner.

- 6.5. Upon successful verification, the Programme Centre will notify you on being a prize winner.
- 6.6. MICHELIN reserves the right to select another prize winner if the original prize winner is subsequently disqualified from the Promotion and Contest.
- 6.7. Decisions by MICHELIN will be final and no appeals will be entertained.
- 6.8. The eligible recipients of the Prizes will be informed via Whatsapp, followed by a call and/or email by the Programme Centre.

7. Claiming an EWallet Cashback/Prize.

- 7.1. EWallet Cashback/Prize recipients may be required to sign and return a Declaration and Release Form which, among other things, releases MICHELIN, the sponsor of the eWallet Cashback/Prizes, its respective subsidiaries and associated companies, agents, including advertising and promotional agencies, from all liability relating to the Promotion and Contest, and acceptance and/or use of the eWallet Cashback/Prizes and confirms his/her compliance with applicable terms and conditions.

7.2. Claiming an eWallet Cashback

- 7.2.1. The Programme Centre will take up to ten (10) working days for the verification and approval process of all successful submissions.

- 7.2.2. EWallet Cashback will be directly transferred to recipients' Touch 'n Go eWallet account by the Programme Centre within ten (10) working days from date of approval.
- 7.2.3. EWallet Cashback will only be sent to the mobile number as per provided in the Online Contest Form. Participants must provide their mobile numbers ACCURATELY. The Organiser will not be responsible for any error in transferring the eWallet Cashback caused by inaccurate mobile numbers provided by the Participants, and no resending of the eWallet Cashback will be entertained.
- 7.2.4. The mobile number provided must be registered in Malaysia.
- 7.2.5. Participants must ensure that they have a valid and active Touch 'n Go eWallet account.
- 7.2.6. The owner of the Touch 'n Go eWallet account must be the Participant. Transfer of the eWallet Cashback to any other person other than the Participant is strictly not allowed.
- 7.2.7. EWallet Cashback that is not successfully delivered, will be forfeited without prior notice.

7.3. **Claiming a Prize**

- 7.3.1. Prize will be delivered by courier to recipients by the Programme Centre within 30 days. Recipients or their appointed representatives must be present at the mailing address provided to accept delivery of the Prize.
- 7.3.2. Deliveries shall only be made to addresses within Malaysia.
- 7.3.3. MICHELIN shall not be responsible for any additional charges incurred (including but not limited to charges for 3rd party collection, delivery, insurance, etc.) to customers who fail to receive the Prize either by means of address error by the customers, or is physically absent during delivery, or choose to make special collection arrangements or pick-up services.
- 7.3.4. Prize that are not delivered within 3 attempts will be forfeited without prior notice.

- 7.4. In the event that a Participant is disqualified from the Promotion and Contest for any reason, including but not limited to breach of these Terms and Conditions or fraudulent activity, the Organiser shall have the right to revoke the eWallet Cashback/Prize previously given and demand its prompt return. All costs incurred in facilitating the return of the eWallet Cashback/Prize shall be the sole responsibility of the Participant.

- 8. MICHELIN shall not be responsible for any printing or typographical errors in any materials or for registrations, Promotion and Contest submissions that are illegible, incomplete, lost or misdirected, failed to be entered into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including electronic, computer, telephone, paper transfer, mail system, human or other error; including inability to access any website associated with the Promotion and Contest. Proof of submission shall not constitute proof of receipt by MICHELIN. If any information provided on a Promotion and Contest submission is found to be false, misleading or inaccurate, that entry shall be deemed invalid.

- 9. All third-party names, trademarks, service marks, logos, and/or intellectual property ("**Third-Party IP**") referenced or reproduced in connection with this Promotion and Contest, including but not limited to any materials (marketing, promotional, or otherwise) and specifically those related to the eWallet Cashback, are the sole property of their respective owners. This Promotion and Contest, along with the Organiser, is neither affiliated with, endorsed by, nor sponsored by the owners of such Thrid-Party IP, unless explicitly stated otherwise. Such owners are not members of the Organiser's group of companies.

10. MICHELIN reserves the right to cancel or postpone the Promotion and Contest in the case of the occurrence of one or more of the following impediments and their direct or indirect consequences: plague, epidemic, pandemic, outbreaks of infectious disease or any other public health crisis, including quarantine, lockdowns, or other business restrictions. In such circumstances, MICHELIN, its related and associated companies, and its agencies and companies associated with this Promotion and Contest shall not be held liable for any failure to perform their obligations pertaining to this Promotion and Contest and shall not be obligated to compensate Participants in any manner whatsoever.
11. Goods as Redemptions/Prizes. Where Redemptions/Prizes under the Promotion and Contest are items/goods, they shall be subject to availability and may not be substituted for cash. MICHELIN reserves the right to offer alternative Redemptions/Prizes of similar monetary value, without prior notice. If Redemptions/Prizes involve manufactured items, they shall be subject to the manufacturer's terms and conditions for warranty, service and maintenance, and MICHELIN does not accept any responsibility for them. In particular, Redemptions/Prizes are provided by MICHELIN on an "AS IS" basis without warranties of any kind, including warranties of merchantability, satisfactory quality, non-infringement of intellectual property, or fitness for any particular purpose.
12. Taxes, etc. Taxes and other levies imposed by any relevant applicable government or tax authority, as well as other costs including insurance and incidental costs, that may be levied or incurred on any Redemptions/Prizes shall be fully borne by the participant.
13. MICHELIN, its related and associated companies, and its agencies and companies associated with this Promotion and Contest disclaim any and all liability arising from this Promotion and Contest and will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) resulting from their participation in this Promotion and Contest, submission and/or usage of any Redemptions/Prizes, except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). The participant undertakes that they shall not bring any claims or actions against MICHELIN or its related and associated companies arising out of the operation of the Promotion and Contest, whether in contract, tort or otherwise.
14. All entries will be the property of MICHELIN and the participant will not claim, use, or exploit the entries for any purpose by any means at any time. By entering this Promotion and Contest, each participant agrees that MICHELIN reserves the right to publish, use the names and/or photographs of winners as material for advertising and/or trade publicity purposes without payment or prior notice, and further agrees that in consideration for being awarded any Prizes the participant waives all rights associated with the use of his or her name in relation to such advertising and/or trade publicity purposes. Participants shall not be entitled to claim ownership or other forms of compensation on the materials.
15. The participant hereby grants MICHELIN the right to use, keep, share and / or publish any personal information you have provided for purpose of this Promotion and Contest, including all personal data submitted by the participant, in accordance with MICHELIN's Privacy Policy. For information on MICHELIN's Privacy Policy, please see www.michelin.com.my. If the participant would like to unsubscribe from MICHELIN's mailing list and does wish not to be contacted in any way for future promotions and other marketing activities, please contact us at www.michelin.com.my with your name, the mailing or email address and contact number which we use to contact you.
16. MICHELIN's decision is final and binding. In the event of any dispute arising from this Promotion and Contest or relating to the interpretation of these Terms and Conditions, the decision of MICHELIN on all matters pertaining to this Promotion and Contest shall be final and binding on all parties. No correspondence will be entertained.

17. No dishonesty tolerated. You acknowledge and agree that no form of dishonesty will be tolerated. If you are found to be dishonest, as determined in MICHELIN's sole and absolute discretion, you will immediately be disqualified from this Promotion and Contest. Dishonesty includes, but is not limited to, counterfeiting invoices or receipts, using multiple identification numbers, tampering with, hacking of the Promotion and Contest websites or webpages (if any), participating in this Promotion and Contest without meeting the eligibility requirements, using any automated software or device to gain an advantage during the Promotion and Contest, use of the Promotion and Contest beyond the defined rules of the Promotion and Contest, attempting to disable or overwhelm any of MICHELIN's websites or the Promotion and Contest websites or webpages (if any), attempting to disrupt any portion of the Promotion and Contest, including but not limited to, allowing somebody else to use your Personal Information, or tampering with the submission process.

ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY OF MICHELIN'S WEBSITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION AND CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS; AND SHOULD SUCH AN ATTEMPT BE MADE, MICHELIN RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

18. No waiver. MICHELIN's failure to enforce any provision of these Terms and Conditions shall not constitute a waiver of that or of any other provision.
19. Modification of these Terms and Conditions, etc. MICHELIN may unilaterally (1) modify these Terms and Conditions; and/or (2) withdraw or terminate this Promotion and Contest at any stage without any liability towards anyone. In the event of any modifications to these Terms and Conditions, Participants agreed that their continued participation in the Promotion and Contest will constitute their acceptance of the modified Terms and Conditions.
20. All information is correct at the time of publishing. In the event of any inaccuracy or any discrepancy between the print and online versions, the online version shall prevail over the print version.
21. Severability. Each of the provisions of these terms and conditions apply to the maximum extent permitted by applicable law. If a court holds any provision of these Terms and Conditions to be illegal, invalid or unenforceable, the rest of these Terms and Conditions will remain in effect and these Terms and Conditions will be amended to give effect to the eliminated provision to the maximum extent possible.
22. Laws. The Promotion and Contest shall be governed by and interpreted in accordance with the laws of Malaysia. The Promotion and Contest are void where prohibited or restricted by law and are subject to all applicable laws.

PRIVACY NOTICE

The personal data you provide to MICHELIN pursuant to this Promotion and Contest, including without limitation your name, IC number and address, will be processed and are required to administer your participation in the Promotion and Contest. Entries submitted without the personal data required will be discarded. MICHELIN may also use your personal data to communicate with you about its products and services, update you on new services and benefits, provide personalized promotional offers and allow you to participate in contests and surveys. In this regard, your personal data may be disclosed and transferred to our service providers, suppliers and/or affiliates which may or may not be located outside Malaysia. If you have any complaints, comments or questions on this Privacy Notice, or wish to access or correct your personal data, or limit our processing of the same, please contact MICHELIN at www.michelin.com.my.

NOTIS PRIVASI

Data peribadi yang anda beri kepada MICHELIN menurut Promosi dan Pertandingan ini, termasuk tetapi tidak terhad kepada nama, nombor IC dan alamat anda, akan diproses dan adalah diperlukan untuk mengurus penyertaan anda dalam Promosi dan Pertandingan ini. Sertan yang diserahkan tanpa data peribadi yang diperlukan akan dibuang. MICHELIN mungkin juga akan mengguna data peribadi anda untuk berkomunikasi dengan anda tentang produk-produk dan perkhidmatannya, memaklumkan anda tentang perkhidmatan dan manfaat baru, menyediakan tawaran-tawaran promosi yang diperibadikan dan membolehkan anda untuk menyertai pertandingan-pertandingan dan tinjauan. Dalam hal ini, data peribadi anda mungkin akan didedahkan dan dipindahkan kepada pembekal-pembekal perkhidmatan, pembekal-pembekal dan/atau ahli-ahli sekutu kami yang mungkin akan atau tidak terletak di luar Malaysia. Sekiranya anda mempunyai sebarang aduan, ulasan atau soalan berkenaan Notis Privasi ini, atau ingin akses atau membetulkan data peribadi anda, atau mengehaskan pemprosesan kami, sila berhubung dengan MICHELIN di www.michelin.com.my.