

**TERMS AND CONDITIONS FOR THE CHINESE NEW YEAR AND HARI RAYA 2026 BFGOODRICH  
PROMOTION ("PROMOTION").**

IMPORTANT: PLEASE READ THESE TERMS AND CONDITIONS ("**TERMS AND CONDITIONS**") BEFORE ENTERING THIS PROMOTION. 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. BY ENTERING THIS PROMOTION, YOU CONFIRM THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO ABIDE BY, THESE TERMS AND CONDITIONS.

**1. Organizer.** The Promotion is organized by Michelin Malaysia Sdn Bhd ("**MICHELIN**").

**2. Promotion Period:**

- Promotion Period ("Promotion **Period**"): **1<sup>st</sup> February 2026 till 31<sup>st</sup> March 2026.**
- Submission Deadline: **3<sup>rd</sup> April 2026, 11:59PM** or until the eWallet Cashback (as stated in Clause 4.5.4) 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 Period are eligible to participate in the Promotion.

**3.2.** Only individuals are eligible to participate in the Promotion.

**3.3. Not eligible**

- The following are not eligible to participate in the Promotion:
  - 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 organising, promoting or conducting the Promotion.
  - 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.

**3.4. Eligible BFGoodrich Products**

- For the purpose of this Promotion, any BFGoodrich tire models are individually referred to as "**Eligible BFGoodrich Product**":

- 3.5. The following are the venues which carry Eligible BFGoodrich Products:
- 3.5.1. All Tyreplus distributorships, a list of which can be found at <https://www.bfgoodrich.com.my/auto/dealer-locator>;
- 3.5.2. All MICHELIN Expert Centre distributorships, a list of which can be found at <https://www.bfgoodrich.com.my/auto/dealer-locator> ;
- 3.5.3. Selected MICHELIN Associate Dealers. For a list of the selected Associate Dealers please either (i) call the MICHELIN hotline at +603 – 7680 3888; or (ii) contact the Programme Centre, details of which are set out in Clause 4.5.3 below.
- 3.6. 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's promotional materials displayed in the participating dealer's outlet.
- 3.7. The Eligible BFGoodrich Product must be purchased within the Promotion 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. Subject always to Clause 4.5 and Clause 5, for every eligible purchase, participants are entitled to redeem one (1) eWallet Cashback.
- 4.3. Participants must submit their entry with their particulars in the manner set out in Clause 4.5.1.
- 4.4. 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 4.5.3. below.

#### **4.5. PARTICIPATION DETAILS**

- 4.5.1. Participants who wish to enter the Promotion must submit their particulars in the following manner:
- Step 1 Scan the QR code or visit promo link <https://l.ead.me/bfgcnyhr26> found on the promotional material.
- Step 2 Complete all necessary details in the Online Redemption Form.
- 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.
- 4.5.2. 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.

4.5.3. Full contact details of the Programme Centre ("**Programme Centre**") are as follows:  
**CHINESE NEW YEAR AND HARI RAYA 2026 BFGOODRICH 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.cnyhr26@apostrophe.com.my](mailto:bfgoodrich.cnyhr26@apostrophe.com.my)

4.5.4. The maximum number of redemptions for the entire Promotion Period is capped at two thousand (2,000) on a 'first-come, first-served' and 'while stocks last' basis.

4.5.5. 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 will automatically terminate, notwithstanding any remaining time in the Promotion Period.

4.5.6. All submissions received after:

- **3<sup>rd</sup> April 2026, 11:59PM**, or
- **All the eWallet Cashback** as stated in Clause 4.5.4 have been fully redeemed

shall not be accepted.

4.5.7. Participants must include all necessary details in the Online Redemption Form. 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).

4.5.8. 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 4.5.3. above.

4.5.9. 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.

4.5.10. 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. Failure to produce the original proof of purchase upon request will result in disqualification.

4.5.11. Participants must contact the Programme Centre on or before **30<sup>th</sup> April 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 **30<sup>th</sup> April 2026, 11:59PM**.

4.6. All costs and/or expenses incurred arising from the participation of the Promotion, 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 is not valid in conjunction with any other on-going promotions, contests, offer and/or discounts, unless otherwise stated.

**5. E-wallet Cashback.**

- 5.1. The value of redeemable E-wallet Cashback shall be as follows:

Total Spend	EWallet Cashback
RM 400.00 – RM 999.99	RM 30
RM 1,000.00 – RM 1,599.99	RM 50
RM 1,600.00 – RM 1,999.99	RM 80
RM 2,000.00 and above	RM 100

- 5.2. The types of eWallet to which this Promotion relates shall be Touch 'n Go. MICHELIN retains absolute discretion as to which eWallet to provide under this Promotion, and eWallet are provided subject to availability. MICHELIN and the Programme Centre reserve the right to provide any other vouchers in lieu of the eWallet in the event that the eWallet are no longer available.
- 5.3. 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.
- 5.4. EWallet 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.

**6. Claiming an E-wallet.**

- 6.1. EWallet Cashback 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, its respective subsidiaries and associated companies, agents, including advertising and promotional agencies, from all liability relating to the Promotion, and acceptance and/or use of the eWallet Cashback and confirms his/her compliance with applicable terms and conditions.
- 6.2. The Programme Centre will take up to ten (10) working days for the verification and approval process of all successful submissions.
- 6.3. 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.
- 6.4. EWallet Cashback will only be sent to the mobile number as per provided in the Online Redemption 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.
- 6.5. Participants must ensure that they have a valid and active Touch 'n Go eWallet account.
- 6.6. 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.
- 6.7. EWallet Cashback that are not successfully delivered within three (3) attempts will be forfeited without prior notice.

- 6.8. In the event that a Participant is disqualified from the Promotion 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 previously given and demand its prompt return. All costs incurred in facilitating the return of the eWallet Cashback shall be the sole responsibility of the Participant.
7. MICHELIN shall not be responsible for any printing or typographical errors in any materials or for registrations, redemption 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. Proof of submission shall not constitute proof of receipt by MICHELIN. If any information provided on a redemption submission is found to be false, misleading or inaccurate, that entry shall be deemed invalid.
8. All third-party names, trademarks, service marks, logos, and/or intellectual property ("**Third-Party IP**") referenced or reproduced in connection with this Promotion, including but not limited to any materials (marketing, promotional, or otherwise) and specifically those related to the eWallet are the sole property of their respective owners. This Promotion, 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.
9. MICHELIN reserves the right to cancel or postpone the Promotion 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 shall not be held liable for any failure to perform their obligations pertaining to this Promotion and shall not be obligated to compensate Participants in any manner whatsoever.
10. Goods as Redemptions. Where redemptions under the Promotion are items/goods, they shall be subject to availability and may not be substituted for cash. MICHELIN reserves the right to offer alternative redemptions of similar monetary value, without prior notice. If redemptions 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 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.
11. 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 shall be fully borne by the participant.
12. MICHELIN, its related and associated companies, and its agencies and companies associated with this Promotion disclaim any and all liability arising from this Promotion 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, submission and/or usage of any redemptions, 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, whether in contract, tort or otherwise.
13. 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, 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 redemptions 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.

14. 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, 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](http://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](http://www.michelin.com.my) with your name, the mailing or email address and contact number which we use to contact you.
15. MICHELIN's decision is final and binding. In the event of any dispute arising from this Promotion or relating to the interpretation of these Terms And Conditions, the decision of MICHELIN on all matters pertaining to this Promotion shall be final and binding on all parties. No correspondence will be entertained.
16. 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. Dishonesty includes, but is not limited to, counterfeiting invoices or receipts, using multiple identification numbers, tampering with, hacking of the Promotion websites or webpages (if any), participating in this Promotion without meeting the eligibility requirements, using any automated software or device to gain an advantage during the Promotion, use of the Promotion beyond the defined rules of the Promotion, attempting to disable or overwhelm any of MICHELIN's websites or the Promotion websites or webpages (if any), attempting to disrupt any portion of the Promotion, 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 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.**

17. 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.
18. Modification of these Terms and Conditions, etc. MICHELIN may unilaterally (1) modify these Terms And Conditions; and/or (2) withdraw or terminate this Promotion 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 will constitute their acceptance of the modified Terms And Conditions.
19. 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.
20. 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.
21. Laws. The Promotion shall be governed by and interpreted in accordance with the laws of Malaysia. The Promotion is void where prohibited or restricted by law and is subject to all applicable laws.

## **PRIVACY NOTICE**

The personal data you provide to MICHELIN pursuant to this Promotion, including without limitation your name, IC number and address, will be processed and are required to administer your participation in the Promotion. 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](http://www.michelin.com.my).

## **NOTIS PRIVASI**

Data peribadi yang anda beri kepada MICHELIN menurut Promosi ini, termasuk tetapi tidak terhad kepada nama, nombor IC dan alamat anda, akan diproses dan adalah diperlukan untuk mengurus penyertaan anda dalam Promosi ini. Sertaan 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 mengehadkan pemprosesan kami, sila berhubung dengan MICHELIN di [www.michelin.com.my](http://www.michelin.com.my).

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