

Pirelli TYRELIFE™ Guarantee.

1st January 2025.

Participants agree to be bound by these terms and conditions (the “**Terms and Conditions**”)

1. The following definitions apply to these Terms and Conditions.

Definition			
Claim Period	Within 12 months of the original tyre purchase registered for TYRELIFE™		
Damage	Means damage from kerbs, cut and penetration damage from foreign bodies (nails, shards, etc.) but excludes any damage caused wilfully or deliberately.		
Maximum	A maximum of 2 sets of tyres per vehicle.		
Participant	A resident in the Territory aged 18 or over		
Promotion Period	This promotion will commence on 1 st January 2025 and run until 31 st December 2025 (inclusive)		
Refund	Time period from date of purchase	Purchase price refund available	The TYRELIFE™ warranty is only applicable if you purchase and have fitted at least two 18” and above new Pirelli tyres in a single transaction, from a participating Pirelli Performance Centre during the Promotion Period.
	1-3 months	100%	
	4-6 months	50%	
	7-12 months	25%	
Territory	United Kingdom and Republic of Ireland		
Tyre	A brand new Pirelli car tyre		
Website	www.pirelli.co.uk/tyrelife		

The Promoter

2. The promoter is Pirelli UK Tyres Limited, Derby Road, Burton on Trent, Staffordshire, DE13 0BH (the “**Pirelli**”).

Promotion

3. Our TYRELIFE™ guarantee promises you that if your Pirelli tyre is Damaged within a year of purchase, with over 4mm of tread remaining, you will be reimbursed up to 100% of the purchase price when purchasing a replacement Pirelli tyre.
4. The TYRELIFE™ warranty is only applicable if you purchase **and have fitted** at least two 18” and above new Pirelli tyres in a single transaction during the Promotion Period, from a participating Pirelli Performance Centre.

Eligibility

5. To be eligible to participate in the TYRELIFE™ guarantee you must be a Participant.
6. Employees or agents of Pirelli, or their families or households, or anyone professionally connected to TYRELIFE™ guarantee and any group company of Pirelli are not eligible to enter.

7. This TYRELIFE™ guarantee is only available to consumers (i.e. not to any business or reseller). Each Participant may only submit the Maximum.
8. Pirelli Motorsport, PIRELLI COLLEZIONE and PIRELLI COLOR EDITION tyres are not eligible for the TYRELIFE™ guarantee.

Registration

9. You must register your new purchased tyres for the TYRELIFE™ warranty within the first four weeks from the date of purchase. To do this you will need to provide proof of purchase from the participating Pirelli Performance Centre, which evidences the product quantity, name and date of purchase and fitting and also upload your vehicle details. Upon proceeding with the registration, you will receive a separate email with confirmation of the guarantee, which will include your TYRELIFE™ username and your unique TYRELIFE™ access pin code.

Redemption of the Refund

10. In the event of damage to a Pirelli tyre, the Participant will need to photograph the damaged tyre and purchase a replacement Tyre from a Pirelli Performance Centre. You MUST be registered with TYRELIFE™ before purchasing any replacement Tyre(s) in order to make a claim. When purchasing your replacement Tyre inform the Pirelli Performance Centre that your damaged tyre may be required by Pirelli and therefore they should retain the damaged tyre for a minimum of 4 weeks.
11. You MUST report the damage to us within two weeks of purchasing the replacement tyre(s) by logging into TYRELIFE™ account using your unique access credentials. Under the 'My Tyre Warranty' section, you can select the tyre and report the damage.
12. You will need to provide evidence (proof of purchase) of having purchased the replacement tyre(s) and also a photograph of the damaged tyre.
13. Once the Participant's submitted report has been approved, the Refund applicable to your claim will be processed and payment made to you by BACs to your nominated bank account.
14. Claims must be made and received during the Claim Period. Claims received outside the Claim Period will be marked as invalid and will not be accepted.
10. Any documents submitted in support of the claim shall not be returned to the Participant.
11. Proof of postage will not be accepted as proof of delivery.
12. Provided the claim has been received within the Claim Period and is validated, Pirelli will use its reasonable endeavours to ensure that the applicable Refund is made within twenty-eight (28) days of the validation of the claim.
14. This TYRELIFE™ guarantee is not redeemable with any other offer.
15. Pirelli reserves the right at its absolute discretion to disqualify claims which it considers do not comply with these Terms and Conditions.
16. Pirelli shall have the right, where necessary, to undertake all such action as is reasonable to protect itself against fraudulent or invalid claims including, without limitation, to require further verification as to proof of purchase, as well as any other relevant details of a Participant.
17. A claim must be made by the Participant, and must not be made through agents or third parties.

Privacy and Data Protection

18. Pirelli is the Data Controller for the purposes of data protection legislation. Any personal information submitted by the Participant shall be processed in accordance with Pirelli's Privacy Policy, which is available to view at www.pirelli.co.uk/privacy

General

19. The TYRELIFE™ guarantee is non-transferable.
20. Pirelli reserves the right to withdraw the TYRELIFE™ guarantee during the Promotion Period at any time to new applicants. This will not apply to requests for reimbursement that have already been made and TYRELIFE™ guarantees that have already been registered will be honoured.
21. Pirelli reserves the right to hold void, cancel, suspend, or amend the TYRELIFE™ guarantee where it becomes necessary to do so.
22. Pirelli reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions.
23. Pirelli will not be responsible or liable for: (a) any failure to receive submissions due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost,

misrouted, or damaged transmissions or Claims; (c) any computer or communications related malfunctions or failures including but not limited to the Website; (d) any disruptions, losses or damages caused by events beyond Pirelli's control; or (e) any printing or typographical errors in any materials associated with the Promotion.

24. To the maximum extent permitted by applicable laws, Pirelli, its agents or distributors will not in any circumstances be responsible or liable to compensate the Participant or accept any liability for any injuries, losses or damages of any kind arising from participation in or in connection with the Promotion. The above limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation) or death or personal injury caused as a result of Pirelli's negligence. The Participants statutory rights are not affected.
25. The Participant will be solely responsible for any and all applicable taxes and any other relevant costs or expenses which are not stated in the Terms and Conditions as being included.
26. The Promotion is governed by English law and the Participants shall submit to the jurisdiction of the English Courts.