



The Pirelli BSB Ticket Promotion (the “Promotion”)

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

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

Definition	Meaning
BSB	British Superbike Championship
Claim Form	The form to be completed and submitted on the Website by the Participant to claim the Gift
Claim Period	From 2 nd March 2026 until 11:59pm (GMT) on 5 th June 2026
Evidence	Legible documented evidence to be uploaded with the Claim Form on the Website as proof of purchase (and fitting) of the Tyres showing: <ol style="list-style-type: none">1. The specification of the Tyres (including size);2. The identity of the Participating Dealer;3. The date of purchase (which for the avoidance of any doubt should be within the Promotion Period);4. The full name and address of the Participant; and5. Fitting charges to show that the Tyres have been fitted by the Participating Dealer to the Participant’s motorcycle.
Gift	One (1) general admission ticket to all three days of a 2026 BSB round of the Participant’s choice (subject to availability)
Participant	A participant who correctly submits a valid claim under the terms of the Promotion to one of the identified participating dealers
Participating Dealer	A UK based tyre dealer authorised to sell and fit Pirelli motorcycle tyres from the list of approved dealers which can be found under the ‘Motorcycle tyre dealers and services’ search function on the Pirelli website at: https://www.pirelli.com/tyres/en-gb/motorcycle/find-your-dealer
Promotion	The Pirelli BSB Ticket Promotion.
Promotion Period	From 2 nd March 2026 until 11:59pm (GMT) on 31 st May 2026

Promotor	Pirelli UK Tyres Limited, Derby Road, Burton-on-Trent, Staffordshire, DE13 0BH
Promotor's Privacy Policy	The privacy policy which can be located at https://www.pirelli.com/tyres/en-gb/learn/privacy-policy
Tyres	A complete set, comprising one front and one rear brand new Pirelli motorcycle tyres which have been purchased and fitted in a single transaction from / by a Participating Dealer of the following specifications only: <ul style="list-style-type: none"> • Pirelli Diablo Rosso IV; or • Pirelli Diablo Rosso IV Corsa; or • Pirelli Diablo Supercorsa V4 SP.
Website	https://www.pirelli.com/tyres/en-gb/motorcycle/homepage

The Promoter

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

Promotion Period

3. The Promotion will be open during the Promotion Period. Entries received after the Promotion Period will not be valid or accepted.

Eligibility

4. To be eligible to participate in the Promotion, the Participant must be resident in the United Kingdom and over 18 years of age.
5. Employees of the Promotor, their family members, other members of their households, agents of the Promotor or anyone professionally connected to the Promotion or any group company of the Promotor are not eligible to enter the Promotion.
6. The Promotion is open to individual consumers only, not to any business entity or reseller. Each Participant may only submit a maximum of one (1) Claim Form in this Promotion within the Claim Period.
7. The Tyres must be purchased from and fitted by a Participating Dealer in a single transaction on the same date within the Promotion Period. Tyres that are purchased and fitted separately (even if within the Promotion Period) shall not be valid for the purposes of a claim under this Promotion.

The Gift

8. Provided the Claim Form (and Evidence) is correctly submitted on the Website within the Claim Period and providing the Participant has complied with all other aspects of the Promotion and / or these Terms and Conditions, the Promotor will use its reasonable endeavours to deliver the Gift to the Participant seven (7) calendar days before the BSB round to which the Gift relates.

9. The Gift will be delivered electronically to the email address specified by the Participant in the Claim Form. The Promotor shall be under no obligation to deliver the Gift to any other email address requested by the Participant after the Claim Form has been submitted. The Promotor shall be under no obligation to deliver the Gift to the Participant by any other method or means (for example by post). The Participant must print a physical copy of the Gift / ticket and present this upon physical entry to the BSB round for each day the Gift / ticket is valid.
10. Provision of the Gift is strictly on a first come first served basis, subject to availability and subject to change without notification to the Participant(s) or any third party. The Promotor reserves the right to substitute the Gift with another item of equal or greater value should the need arise.
11. The Gift is non-transferable, non-exchangeable and will not be substituted for an equivalent cash value.
12. The Gift shall be valid for use by the Participant for the specified BSB round to which the Gift relates and subject to any terms and conditions imposed by the BSB championship organiser. The Promotor shall be under no obligation to provide a replacement Gift for any failure by the Participant to use the Gift.

Privacy and Data Protection

13. The Promotor is the “*Data Controller*” for the purposes of data protection legislation applicable to this Promotion. Any personal information submitted by the Participant on the Claim Form or on the Website as part of the Promotion shall be processed and used in accordance with Promotor’s Privacy Policy and also used for marketing purposes.
14. Participants may, at any time after the Claim Period ask the Promotor to irretrievably delete any personal data held about them which the Promotor may intend to use for the reasons specified in the preceding clauses by writing to its registered office marked for the attention of the Data Protection Officer and / or by emailing dpo_pirelliuktyres@pirelli.com.

General

15. The Promotor reserves the right to withdraw the Promotion at any time before the end of the Promotion Period, at its sole discretion.
16. The Promotor reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions, without notice to the Participant(s) and / or any third party.
17. The Promotor shall not be responsible or liable for:
 - a) any failure to receive submissions / Claim Form(s) from Participant(s) due to transmission failures and other conditions beyond its reasonable control;
 - b) any late, lost, misrouted, or damaged transmissions, Claim Form(s) or entries;
 - 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;
 - e) any failure by the Participant to receive the Gift to their nominated email address;
 - f) any failure by the Participant to print a copy of the ticket for presentation to allow the Participant entry to the relevant BSB round; and
 - g) any printing or typographical errors in any materials associated with the Promotion.
18. To the maximum extent permitted by applicable laws, the Promotor, 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 and / or Gift.

19. The above-mentioned limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation), death or personal injury caused as a result of the Promotor's negligence. The Participant's statutory rights are not affected.
20. 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.
21. The Promotion is governed by English law and the Participant(s) shall submit to the jurisdiction of the English Courts in the event of a dispute.