



## **What exactly is the "Golden Sensor" promotion?**

The "Golden Sensor" promotion by Hella Limited ("HELLA") brings excitement into your everyday work! Starting in October 2016, HELLA will place a total of 10 gold or silver-coloured sensor replicas in various product packages in the electronics product range. These replicas will be attached to the product in each of the winning packs. Just buy products from the HELLA electronics product range and get the chance to win one of 10 great prizes. Whether it's a £2,000 cash prize that you can use for a corporate event or a multifunctional microwave with a grill function for your garage kitchen – it's worth it no matter what! Please read the full terms and conditions of the promotion at [www.hella.co.uk/goldensensor](http://www.hella.co.uk/goldensensor).

## **What can I win?**

In the "Golden Sensor" promotion, there are three prizes of £2,000 for the golden sensor or 7 prizes of a Caso MG 20 microwave for the silver sensor. The prize isn't explicitly addressed to an individual person, instead it's to your entire garage. The first prize, for example, can be used for a corporate activity for the entire garage, while the microwave enhances your garage kitchen. For more information, please visit [www.hella.co.uk/goldensensor](http://www.hella.co.uk/goldensensor).

## **Who can participate in the promotion?**

All independent garages in England which purchase a product from the HELLA electronics product range from a HELLA wholesale partner between 3 October 2016 and 31 March 2017 (inclusive) and find the gold or silver-coloured sensor are eligible to participate. Employees of HELLA and anyone else professionally involved in the promotion or its administration, including HELLA wholesale partners, are excluded from participating, as are the immediate families of any of these persons.

## **When does the promotion run?**

The competition runs from 3 October 2016 until 31 March 2017 (inclusive).

## **Which HELLA products could be eligible for a prize?**

Any product from the HELLA electronics product range which is purchased by an independent garage in England from a HELLA wholesale partner during the promotional period could be a winning product containing a gold or silver-coloured sensor replica.



## **How do I redeem my prize?**

Were you lucky enough to have a gold or silver-coloured sensor replica included with your HELLA product? If so, just follow the steps described in the Contest Information enclosed in your winning pack. Among other things, the Contest Information will contain your individual prize code. To redeem your prize, just go to [www.hella.co.uk/goldensensor](http://www.hella.co.uk/goldensensor) and submit the contact form with your individual prize code. Please note that the prizes can only be redeemed with the prize code. Only one prize may be redeemed per garage and prize codes may not be used more than once or transferred, sold or auctioned to any other person. The person who submits the contact form on behalf of a participating garage must be over 18 and authorised by the garage to redeem the prize.

## **How long do I have to redeem the prize?**

Prizes must be redeemed on or before 31 March 2017. If you do not redeem the prize by this date, the prize will be forfeited and the prize code will no longer be valid. Products purchased after 31 March 2017 will not be eligible for the promotion.

## **How will I receive my prize?**

The cash prizes (£2,000) will be hand delivered by a HELLA representative to the winning garage in the form of a cheque. The microwave prizes will be delivered by a HELLA representative. More specific information on delivery will be confirmed separately after prize redemption with the person named in the contact form.

## **Do I have to keep my prize code?**

Yes, the prize code in your winning pack must be kept until your prize has been delivered, since it serves as proof that you are the rightful winner.

## **Is there a cash alternative?**

The first prizes of £2,000 will be delivered in the form of a cheque. There are no cash alternatives for the microwaves.



## **What personal data do I have to give?**

In addition to your business e-mail address, we also need a postal address for the handover or delivery of the prize, as well as the name of the garage and (if necessary) the name of a contact person.

## **Will my personal data be stored or reused after the promotion ends?**

No, your data will only be stored for the duration of the promotion. As soon as delivery of the prizes has taken place, the data will be deleted from our system and will not be used for any other promotion. We will not forward it to any third parties.

## **Where can I ask further questions?**

If you still have any further questions regarding the competition, please contact us here:  
[Helen.Goldingay@hella.com](mailto:Helen.Goldingay@hella.com).