

‘Win a Puma/ Puma Gen-E’ Test Drive Promotion: Terms and Conditions of Participation

The Promoter of the ‘Win a Puma/ Puma Gen-E’ Test Drive Promotion is Ford Motor Company Limited. Registered in England No 235446. Registered Office: Arterial Road, Laindon, Essex, SS15 6EE.

By participating in the ‘Win a Puma/ Puma Gen-E’ Test Drive Promotion, you (“You”, the “Entrant”) expressly accept these Terms and Conditions and agree to be bound by them. Please retain a copy for your information.

1. Eligibility

1.1. This promotion is open to United Kingdom residents aged 18 or over, excluding employees and their immediate families of the Promoter, its subsidiaries, other group companies, its agents; or anyone else professionally connected with this promotion.

1.2. Test drive of an All-Electric Puma/ Puma Gen-E at a participating authorized Ford Dealer is required for entry. A list of authorized Ford Dealers can be found via the [Dealer Locator](#).

1.3. No purchase necessary. Internet access required.

1.4. Maximum of 1 entry into the Prize Draw per person, no matter how many Test Drives are booked and completed. Maximum of 1 prize per person.

2. Promotional Period

2.1. The Test Drive Booking Period will open at 00.01 on 1st July 2026 and close at 17.00 on 31st August 2026 (“Test Drive Period”).

2.2. Test Drives must be completed by 18.00 on 31st August 2026 for entry into the Prize Draw to be valid (“Promotion Period”).

3. How to Enter

3.1. To enter the Prize Draw, entrants must book a Test Drive during the Test Drive Period and have completed the Test Drive during the full Promotion Period. Entrants will be asked to select their Ford Dealer, appointment date and time, and provide their full name, email address and phone number at the time of making the test drive booking.

3.2. The Test Drive must be booked either via the Online Test Drive System at <https://www.ford.co.uk/shop/test-drive> or on-site via the test drive scheduler at the participating Ford Dealer.

3.3. The test drive should last at least 10 minutes long and cover a distance of at least 5 miles.

3.4. Test Drive appointments are subject to availability.

3.5. All entries must be made by the entrant themselves. Entries (bulk or otherwise) made from trade, consumer groups, syndicates or third parties will not be accepted. Incomplete or illegible entries, entries by macros or other automated means (including systems which can be programmed to enter), and entries which do not satisfy the requirements of these terms and conditions in full will be disqualified and will not be counted

3.6. If it becomes apparent that an entrant is using a computer(s) to circumvent this condition by, for example, the use of 'script', 'brute force', masking their identity by manipulating IP addresses, using identities other than their own or any other automated means in order to increase that entrant's entries into the Prize Draw in a way that is not consistent with the spirit of the Promotion that entrant's entries will be disqualified and any prize award will be void.

3.7. By booking and completing the Test Drive, you agree to participate in the Ford Promotion when your Dealer confirms the appointment is completed in Test Drive Scheduler.

3.8. If you do not want to accept the Terms and Conditions, you can withdraw your participation via your selected Ford dealer, who will cancel the test drive appointment.

3.9. If you wish to take a test drive without participating in the Win a Puma/ Puma Gen-E competition, you can contact your local Dealer via the [Contact a Dealer](#) webform.

4. The Prize

4.1. There is 1 prize available to be won in total, consisting of:

4.1.1. 1 x All-Electric Puma/ Puma Gen-E specified by the winner up to a value of £37,950 Recommended On The Road price including optional extras.

4.1.2. A choice of paint colours within the winner's chosen specification.

4.1.3. A choice of available customisation options within the winner's chosen specification.

4.2. The full value of the Prize specification cannot exceed the Recommended On The Road Price of £37,950, inclusive of options and paint colour. Any additional extras above this prize value are not included.

4.3. The winner is responsible for all costs and expenses not expressly stated in these Terms and Conditions as being included as part of the Prize. This includes all costs and expenses incurred from use of the Prize, such as vehicle insurance, ongoing road tax costs, maintenance and running costs, and charging costs. The winner is also responsible for the cost of any optional extras that the winner chooses in addition that take the value of the Prize over the On The Road Price of £37,950.

4.4. No cash or alternative prize will be provided, except for in the event of circumstances outside of its control, the Promoter reserves the right to substitute a similar prize of equal or greater value. The Prize is non-transferable.

5. Winner Selection and Notification

5.1. A winner will be drawn from all eligible Test Drive participants within 7 days of the end of the Promotion Period. The winner will be selected via a randomised computer process.

5.2. The winner will be informed of their win by the Ford Dealer or Ford after the end of the Promotion and the drawing process. The winner will be informed by phone and email within 5 working days of the prize draw date, using the phone number and email address provided when booking the test drive.

5.3. The winner will be asked to confirm acceptance of the prize and to provide a scan of their government issued photo ID (clearly showing the winner's date of birth) within 14 days of initial notification, for the purpose of winner verification.

5.4. In the case that they do not respond in time, reject their prize or are ineligible, another winner will be selected using the same methodology as above. The process will repeat until an eligible winner is able to claim the Prize. Entrants are encouraged to monitor their email account and phone line during this time in case they are the winner.

5.5. Each participant is responsible for the accuracy of the contact information they provide.

5.6. The vehicle must be picked up from their test drive Ford dealer location. The winner is responsible for their own travel expenses.

6. Privacy Policy

6.1. By participating, you confirm that:

6.1.1. Your participation does not violate any third-party rights;

6.1.2. You consent to the creation and use of photographs and videos of yourself in connection with the Promotion. This material may be used in media channels, including social media, newsletters, and Ford websites;

6.1.3. Ford will use the contact details you used for the test drive appointment in accordance with the privacy policy, to notify you of a potential win. Please refer here for [Ford Privacy Policy](#). You accept the Privacy Policy when making the Test Drive appointment on Ford.co.uk or via your Ford dealer in Test Drive Scheduler.

6.2. Ford reserves the right to exclude individuals from participating in the Promotion if there are legitimate reasons, such as a violation of the terms and conditions, and reserves the right to take legal action.

6.3 Entry data will be stored for three months after the close of the Promotion Period before deletion. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DPeurope@ford.com.

7. Complaints

7.1. All disputes or complaints relating to the Promotion or Prize Draw should be referred to the Promoter. Please include the details of the Prize Draw and the nature of your complaint and the Promoter will promptly respond to your complaint.

8. Third Party Rights

8.1. No person who is not a party to an Agreement shall have any right pursuant to the Contracts (Rights of Third Parties) Act 1999 to enforce any term of such Agreement.

9. Applicable Law

9.1. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit to the exclusive jurisdiction of the courts of the relevant country they reside in.

10. General

10.1. The Promoter will make available the winner's surname and county of residence to members of the public or regulators who request such details within 3 months of the closing date of this promotion. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting ukcrc1@ford.com. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so. You may request a copy of the winners list by emailing ukcrc1@ford.com. The Promoter reserves the right to refuse such requests.

10.2. The Promoter reserves the right to verify all entries including but not limited to asking for proof of ID (passport, driving licence or equivalent). The Promoter reserves the right to refuse to award a prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the participant where there are reasonable grounds to believe there has been a breach of these terms and conditions, the spirit of the promotion, any instructions forming part of this promotion's entry requirements or otherwise where a participant has gained unfair advantage in participating or won using fraudulent means.

10.3. It is the responsibility of the entrant to provide correct, up-to-date details when entering the promotion and on prize acceptance. The Promoter cannot be held responsible for winners failing to supply accurate information which affects their eligibility to win the prize or the ability of the Promoter to successfully make contact.

10.4. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.

10.5. If any act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these terms and conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligations but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.

10.6. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion, the fulfilment of the prizes and/or the use of the prizes, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.

10.7. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.

10.8. The Promoter's decision is final with regard to all promotional matters and no correspondence will be entered into.