

Škoda – Terms and Conditions

VIP Experience Day promotion

Please read these terms and conditions carefully. These terms and conditions ("**Terms**") apply to Škoda's VIP Experience Day promotion (the "**Offer**"). By participating in or redeeming the Offer, you agree to be legally bound by these Terms.

The promoter is Volkswagen Group United Kingdom Limited, trading as Škoda ("**Škoda**"), whose registered office is at Yeoman's Drive, Blakelands, Milton Keynes MK14 5AN.

The promotion partner and the administrator is The Marketing Lounge Partnership Limited ("**MLP**" or "**Administrator**") - a company registered in England and Wales under the company number 6467245, at the registered address of: The Marketing Lounge Partnership), The Cow Shed, Walnut Tree, Lower Stretton, Warrington WA4 4PG.

If you have any queries about the Offer or these Terms, then please contact your local retailer.

- 1 The Offer will begin on 16th October 2026 and end on 8th November 2026 (the "**Offer Period**") available at participating retailers only.
- 2 The Offer is open to:
 - UK residents, 18+;
 - private retail customers only (cash and PCP customers). Excluding contract hire and Motability.
- 3 Offer not open to employees of Volkswagen Group United Kingdom Limited, their agents or contractors, Volkswagen Group brand retailers and anyone else connected with the promotion.
- 4 Fleet customers (limited companies and other businesses with five or more vehicles) are not eligible to participate in the Offer.
- 5 All eligible customers who purchase a Škoda vRS Octavia, vRS Kodiaq, vRS Elroq or vRS Enyaq from a participating retailer during the Offer Period and register their vehicle by 30th June 2027 will receive a VIP Experience Day.
- 6 Once you have placed your order, Škoda will provide details of your order and contact details to MLP so that MLP can contact you and send you booking information.
- 7 Eligible customers will receive a booking pack about their VIP Experience Day. MLP will mail this pack to your home address. The pack will contain your unique booking code (the "**Unique Booking Code**") and details of how to book the VIP Experience Day.
- 8 You will not be able to book the VIP Experience Day until after handover and registration of your new vehicle.
- 9 This offer entitles the eligible Škoda customers to one VIP Experience Day, free of charge.
- 10 Customers must enter their Unique Booking Code in order to select the VIP Experience Day. Each Unique Booking Code is issued on a one-time basis to the eligible customer and may only be used to make a single package selection. Each Unique Booking Code access code allows either 2 or 4 tickets subject to specific events, ticket value, and availability to a VIP Experience Day. Unique access codes remain valid for the duration specified in the accompanying offer communications, up to a maximum of 123 days from the date of handover, after which the code will expire and can no longer be used to claim, select or redeem a reward. Expired, lost, stolen, altered or unauthorised codes will not be replaced. The Administrator and the Promoter reserves the right to invalidate any code where fraud, misuse, tampering or a breach of these

terms and conditions is reasonably suspected. Full Seat Unique Terms and conditions can be found here <https://www.seatunique.com/terms-and-conditions>

- 11 Once a package selection has been completed using a valid access code, the code will be deemed used and cannot be reused, transferred, exchanged or redeemed again.
- 12 There is a maximum of one VIP Experience Day per car purchased.
- 13 The VIP Experience Day gives the eligible customer the opportunity to choose from selected live events made available on this website [skodarewards.co.uk/vrsincentives](https://www.skodarewards.co.uk/vrsincentives). Live events may include, but are not limited to, Sport and Music categories. Available events, event dates, locations, ticket quantities, restrictions and any applicable expiry dates will be detailed on the promotional website.
- 14 Event availability is subject to change and is not guaranteed. Events may be added, removed, amended or become unavailable at any time.
- 15 This offer can only be redeemed by the eligible customer to whom it was issued and cannot be transferred, gifted, exchanged or sold.
- 16 The customer must select their VIP Experience Day and complete their booking request within the validity period stated in their accompanying correspondence. The validity period for booking requests is until 31 October 2027.
- 17 To redeem the VIP Experience Day, customers must follow the instructions provided in their offer communications or on the promotional website.
- 18 Customers may browse available Sport and Music events before making their booking request.
- 19 Customers must complete the online booking form with the required details, including their full name and email address.
- 20 Once a booking request has been submitted and confirmed, changes may not be possible. Any request to amend a booking will be considered at the Administrator's and/or third-party supplier's discretion and cannot be guaranteed.
- 21 Live event bookings are subject to availability at the time of booking and are not guaranteed until confirmed.
- 22 Following successful booking confirmation, the customer will receive a Booking Confirmation email containing their event information.
- 23 Event tickets will be fulfilled by Seat Unique, the third-party supplier.
- 24 Ticket delivery timings are determined by Seat Unique, the venue and/or event organiser and may vary from event to event.
- 25 If any further information is required before the event, Seat Unique may contact the customer directly using the details provided at the time of booking.
- 26 Use of the event tickets is subject to Seat Unique's terms and conditions, and any applicable venue, event organiser, ticketing partner or admission terms and conditions. Full Seat Unique terms and conditions can be found here <https://www.seatunique.com/terms-and-conditions>.
- 27 The Administrator and the Promoter is not responsible for any failure, delay, cancellation, postponement, alteration or restriction imposed by Seat Unique, the venue, event organiser, ticketing partner or any other third party.
- 28 Event dates, times, locations, line-ups, performers, teams, fixtures, seating arrangements and other event details may be subject to change.

- 29 The Administrator and the Promoter cannot guarantee any particular event, date, seat location, performer, fixture, artist, team or experience.
- 30 If an event is cancelled, postponed or materially changed, any replacement, refund, rebooking or alternative arrangement will be subject to the relevant third-party suppliers, venue's, event organisers or ticketing partner's terms and conditions. In such circumstances, Seat Unique Customer Services will be available to assist customers with any queries regarding their booking. Customers should contact Seat Unique Customer Services directly for support, as neither the Promoter nor the Administrator is able to process refunds, rebooking's or amendments relating to event tickets.
- 31 The VIP Experience Day does not include any costs other than those expressly stated.
- 32 Any travel, parking, accommodation, food, drink, insurance, personal expenses or incidental costs are the sole responsibility of the customer, unless expressly stated otherwise.
- 33 Customers and their guests are responsible for ensuring they are able to attend the selected event on the relevant date and at the relevant location.
- 34 Customers and their guests must comply with all applicable venue rules, admission requirements, age restrictions, security policies and health and safety requirements.
- 35 Admission to an event may be refused where a customer or guest fails to comply with the relevant venue, event organiser or ticketing partner terms and conditions.
- 36 If anyone in your party is under 25 or could reasonably be mistaken for under 25, they should bring a physical photo ID. A picture of a passport or driving licence on a phone is generally not accepted.
- 37 Tickets must not be resold, exchanged, transferred, auctioned or used for any commercial or promotional purpose.
- 38 If the customer cancels their booking, fails to attend the event or is refused admission, the VIP Experience Day will be deemed redeemed and no replacement, refund, compensation or alternative reward will be provided.
- 39 No cash alternative will be offered and the reward is non-refundable.
- 40 The images shown in promotional materials are for illustration purposes only and may not be an exact representation of the event, venue, seating, service or experience.
- 41 The Administrator and the Promoter reserve the right to substitute any reward or event with an alternative of equal or greater value where necessary.
- 42 The Administrator and the Promoter shall not be liable for any failure or breach by third-party reward providers, including Seat Unique, venues, event organisers or ticketing partners.
- 43 The Administrator and the Promoter, any associated partner, Seat Unique, venue or event organiser shall not be liable for loss caused, damage to property or personal injury suffered in connection with attendance at, travel to or participation in any event, except where liability cannot be excluded by law.
- 44 This promotion cannot be used in conjunction with any other promotion unless expressly stated otherwise.
- 45 The Promoter reserves the right to alter, amend, suspend or withdraw this offer where reasonably necessary.
- 46 Nothing in these terms shall exclude or limit liability where it would be unlawful to do so.

- 47 The Administrator and the Promoter reserves the right to withdraw, cancel or refuse any claim or booking where it reasonably suspects fraud, misuse, abuse of the promotion or a breach of these terms and conditions.
- 48 There is a maximum of one VIP Experience Day unique code per car purchased.
- 49 The Offer cannot be combined with other VIP Experience Day offers but can be used in conjunction with other Škoda offers on vehicle order/purchase.
- 50 The Offer is not available retrospectively in connection with purchases made outside of the Offer Period. Please speak to your Škoda Retailer for more information.
- 51 The VIP Experience day is non-refundable and there is no cash or other alternative.
- 52 MLP and Škoda reserve the right to delay, postpone, vary or cancel the Offer and/or to amend, vary or alter these Terms, to the extent it considers it necessary to do so.
- 53 If there is a conflict in these Terms with any other terms whatsoever attached to any other advertising material in respect of this Offer, these Terms will take precedence.
- 54 The Offer and these Terms (including any non-contractual disputes or claims arising out of them) are subject to English law. Any disputes must be referred to the English courts. Consumers in Scotland and Northern Ireland may additionally bring an action in their home courts.
- 55 **How we handle your information** - For information on how Skoda will handle your personal data, please see Skoda's privacy notice accessible here: [Škoda Privacy Statement | Škoda UK](#). Please note that for the purposes of administering, booking and fulfilling a selected package your information may be shared by Skoda with Seat Unique. For information on how Seat Unique will handle your personal data please see Seat Unique's Privacy Policy, accessible here: [Privacy Policy | Seat Unique](#)