

AFTERSALES RETAIL MARKETING CAMPAIGN OCT-DEC 2025: TERMS AND CONDITIONS

1. The Promoter of this Aftersales Retail Marketing Campaign (the "Campaign") is AGCO International GmbH of Victor von Bruns-Strasse 17 Neuhausen am Rheinfall 8212 Switzerland ("AGCO").
2. The Campaign allows any customers of AGCO (or its affiliates) who are resident in UK, Republic of Ireland, France, Spain, Italy, Poland, Norway, Denmark, Finland, Sweden, with an AGCO Parts account which is being operated in accordance with its terms ("Eligible Customers") to obtain £10, £25, or £50 off of Merchandise products when making purchases of genuine AGCO merchandise or parts ("Eligible Products").
3. Participation in the Campaign is open to any Eligible Customer and these terms and conditions, in conjunction with [AGCO's Privacy Policy](#), govern Eligible Customers' participation in the Campaign. Participation in the Campaign is free of charge.
4. By using or enrolling in the Campaign, Eligible Customers confirm that they have read, and agree to be bound by, these Terms and Conditions.
5. The Campaign runs from 00:01 GMT on 1st October 2025 to, and including, 23:59 GMT on 31st December 2025 ("Closing Date"). Purchases done after the Closing Date will not be eligible for this offer.

Issue of Discount

6. When an Eligible Customer participating in the Campaign ("Participant") has a basket of Eligible Products totaling at least £150, £300, or £500, excluding VAT ("Qualifying Purchase"), and include at least one merchandise product they will receive a discount on their basket of £10, £25, or £50. By way of illustration, the discount amounts will be as follows:
 - £10 discount on merchandise products / parts when you spend £150 and include at least one merchandise product
 - £25 discount on merchandise products / parts when you spend £300 and include at least one merchandise product
 - £50 discount on merchandise products / parts when you spend £500 and include at least one merchandise product
7. No discounts will be generated on basket totals which are lower than £150.
8. Discounts will only be given on the first 1700 baskets that qualify under the conditions in clause 6.
9. This promotion is exclusively available for redemption on the AGCO Parts Shop platform in the markets mentioned on clause 2. Customers must apply the coupon code ["MERCH25"] during the checkout process in the designated discount code box. Upon successful application, customers will see the coupon code displayed as "applied," and the corresponding discount will be deducted from the subtotal.
10. AGCO Parts website usual returns policy applies.

General

11. Eligible Customers must keep AGCO informed of any changes to their personal details. Please note that **changing details with a Dealer or AGCO Finance will not automatically change them with AGCO.**
12. The decision of AGCO regarding any aspect of the Promotion is final and binding and no correspondence will be entered into about it.
13. AGCO reserves the right to hold, void, cancel, suspend, or amend the Promotion including these terms and conditions where it becomes reasonably necessary to do so. For instance, we may withhold discounts or delay crediting them where we reasonably suspect fraudulent activity or a breach of these terms and conditions.
14. AGCO shall not be liable for any losses or costs resulting directly or indirectly from any cause beyond our control, including but not limited to, failure of network services or systems. To the extent permitted by law, all conditions or warranties implied by law, statute or otherwise are expressly excluded.
15. When you register for the Campaign you will be asked to provide certain personal information, including your name, address, contact details. AGCO may send certain emails to Participants about the promotion including, for example, a welcome email and to provide information to Participants about the discount(s) that they have earned. AGCO shall use and take care of any personal information you supply to it as described in its privacy policy, a copy of which can be accessed [here](#), and in accordance with data protection legislation.
16. The Campaign will be governed by the laws of Switzerland and any dispute arising out of it will be subject to the exclusive jurisdiction of the courts of Switzerland.