



THE GREATEST RIDE OF YOUR LIFE

Terms and Conditions

- Closing date for entries is **Friday 20 March 2015**
- After this date no further entries to the competition will be permitted
- **The Contract:** This is for 1x person to be the official rider and ambassador for Harley-Davidson's Discover More 2015 campaign
- The winning rider must be available to take part in various campaign activities before the ride, during the ride and after the ride over a six-month period between Wednesday 1 April and Wednesday 30 September 2015.

In the first instance, the rider will need to be available to perform the following activities during these weeks in build-up to the start of the tour:

- **w/c Monday 30 March 2015:** Sign a services agreement with Harley-Davidson
- **w/c Monday 6 April 2015:** Inform employer (if required) of the need to leave current job by Friday 1st May 2015
- **w/c Monday 4 May 2015:** Finish current employment (if applicable) and be available to work with Harley-Davidson from **Monday 4th May 2015**
- **w/c Monday 11 May 2015:** Rider to undertake campaign training and briefing with Harley-Davidson
- **w/c Monday 25 May 2015:** The Discover More ride is scheduled to begin
- Harley-Davidson will inform the winner [by email] as soon as possible in March 2015 and no later than [31 March 2015]
- The winning rider will be required to take part in promotional activity for the entirety of the campaign. This will include participating in media interviews, sharing promotional content from their personal social media profiles, writing a blog and appearing in promotional video content and photography
- Harley-Davidson will pay the winning rider a fee of €25,000, in return for being the Discover More 2015 campaign ambassador and rider. The rider will also win the Harley-Davidson Street Glide motorcycle they ride for the tour
- Harley-Davidson will require the winning rider to sign an agreement setting out the requirements of the promotional activity in return for the fee paid once he/she has agreed to fulfill the role
- The winning rider will be responsible for his/her own tax and national insurance affairs in respect of the fee. This will not be the responsibility of Harley-Davidson
- Harley-Davidson will cover the following expenses for the winning rider: accommodation, travel and sustenance (food & drink), based on a budget that Harley-Davidson provides
- The winning rider must be aged 21 or over
- The winning rider needs to have held a full manual motorcycle driving licence for at least three years
- The winning rider must be fluent in verbal and written forms of the English language

- The winning rider must hold a valid passport registered in the European Union
- The entries will be judged by Harley Davidson and the competition winner will be selected by Harley-Davidson and no correspondence will be entered into
- Only one entry per person is allowed and the competition excludes Harley-Davidson employees and families of anyone connected with the promotion
- Prize is as specified, non-transferable and there is no cash alternative
- Harley-Davidson reserves the right to substitute a prize of equal or greater value in the event of unavailability due to circumstances beyond its control
- Harley-Davidson full legal terms and conditions apply <http://riderwanted.harley-davidson.com/termsandconditions.pdf>
- This promotion is by Harley-Davidson Europe Ltd, Oxford Business Park, 6000 Garsington Road, Oxford, Oxfordshire OX4 2DQ