

## Safer Rides 2 – Promotional Discount Code Terms & Conditions

**Effective Date:** 16 March 2026

**Promoter:** Safer Farms (“the Promoter”)

This promotional **discount code** is issued exclusively as part of the **Safer Rides 2** campaign.

The discount code is **not a voucher, not a gift card, not for resale, holds no monetary value, and cannot be exchanged for cash, credit, or refunds.**

### 1. Nature of the Promotion

By accepting or using this discount code, the recipient acknowledges and agrees that:

- The discount code is a promotional pricing incentive only, not a stored-value instrument or voucher
- The code applies a price reduction at the point of purchase, subject to these Terms & Conditions
- All conditions, limits, and timeframes are clearly disclosed in accordance with New Zealand promotional offer requirements
- Promotion terms cannot be altered after the campaign has commenced
- All promotional representations are accurate to the best of Safer Farms’ knowledge and comply with the Fair Trading Act 1986
- Recipients must review and comply with all conditions before attempting to use the discount code

### 2. Validity Period

The discount code is valid for 6 months from the date of issue

- The expiry date will be clearly stated in the email issuing the code
- Expired codes will not be honoured, reinstated, or extended under any circumstances
- Safer Farms is not responsible for failure to use the code within the validity period

### 3. Eligible Retailers & Products

The discount code may only be used for the following approved products through participating retailers:

Participating Retailers & Eligible Products

- TRAX Equipment: LifeGuards, QuadGuard
- QuadBar NZ: Flexi Bar, Quadbar
- Fleetpin: Safetrax hardware, subscription, installation

### Strict Exclusions

The discount code cannot be used for:

- Any product or service not explicitly listed above
- Any promotional bundle, clearance stock, discounted item, or special pricing
- Any third-party products or services

Safer Farms and its partners accept no responsibility for product availability, stock levels, installation scheduling, pricing changes, or service timelines.

#### 4. **Eligibility**

This promotion is open only to residents of New Zealand. Proof of residency may be required.

#### 5. **Crush Protection Device (CPD) Discount Code**

- Provides 20% off one approved crush protection device:
- 10% funded by the retailer

10% funded by Safer Farms

- Limit: One (1) CPD discount code per eligible recipient
- The recipient is responsible for confirming the product is suitable for their vehicle and operating conditions
- All product representations must be interpreted in accordance with the Fair Trading Act

#### 6. **SafeTrax Discount Code**

- 15% off approved Safetrax hardware
- 5% off the first annual subscription
- \$150 installation fee contribution funded by Safer Farms
- Limit: One (1) Safetrax discount code per eligible recipient, to be used for a single device only.

All promotional benefits are provided on the basis that Safer Farms does not supply, control, install, maintain, or warrant Safetrax products or services.

#### 7. **Redemption / Use Rules**

Recipients acknowledge and agree that:

- Discount codes are issued digitally via email only

- Each recipient may use:
  - One (1) CPD discount code, and
  - One (1) Safetrax discount code
- Discount codes:
  - Cannot be sold, transferred, gifted, or shared
  - Cannot be redeemed for cash, store credit, or refunds
  - Cannot be combined with any other discount, offer, or promotion
- Lost, deleted, or misplaced codes will not be reissued
- Redemption may require proof of identity and/or eligibility
- Safer Farms is not responsible for technical issues preventing receipt or use of the emailed code

## 8. Pricing, Availability & Fair-Trading Compliance

- Discounts apply solely to the current selling price set by the participating retailer at the time of purchase
- Retailers retain full control over:
  - Product pricing
  - Product availability
  - Installation scheduling
  - Lead times
- No hidden fees or undisclosed conditions will apply
- Safer Farms makes no guarantees regarding product supply, installation timelines, or performance beyond what is independently substantiated

## 9. Accuracy and Representation

- All promotional information provided by Safer Farms is truthful and not misleading
- Recipients must not rely on assumptions, inferred benefits, or implied safety outcomes
- Safer Farms does not guarantee:
  - Specific safety outcomes
  - Risk elimination or reduction
  - Installation speed
  - Compatibility with particular vehicles or farm systems
- The recipient remains fully responsible for assessing whether a promoted product is appropriate for their farm operation.

## 10. Liability Disclaimer

- By using the discount code, the recipient acknowledges that:
- Products and services are supplied solely by the participating retailer
- Safer Farms:
  - Does not manufacture, sell, install, or warrant any product
  - Is not liable for defects, delays, installation issues, or service failures
  - Is not responsible for any direct, indirect, incidental, or consequential loss

- All product disputes, warranties, or claims must be resolved directly with the retailer or supplier.

## 11. Privacy

- Use of the discount code constitutes consent for Safer Farms and participating retailers to collect and process personal information for verification and administration.
- Information will only be shared to the extent necessary to administer the promotion.
- Purpose of data collection & use: To understand the impact of these initiatives on claims avoidance and cost reduction, ACC needs to know which businesses have participated. This requires the collection of New Zealand Business Numbers (NZBNs).
- The collection of NZBNs enables ACC to understand how many businesses the initiatives are reaching and compare results to businesses that didn't participate.
- The data collected is only used to measure the effectiveness of the initiatives and not to monitor or evaluate the individual businesses. The information provided to ACC will only be used for the purpose of estimating impact on the scheme.

## 12. Misuse, Fraud & Compliance

- Safer Farms reserves the right to cancel a discount code, refuse redemption, or remove a participant from the programme if:
  - The code is altered, duplicated, shared, or misused
  - False, misleading, or incomplete information is provided
  - Fraudulent activity is suspected
  - These Terms & Conditions are breached

Any misuse may constitute a breach of the Fair Trading Act 1986.

## 13. Amendments

- Safer Farms may modify, suspend, or terminate the Safer Rides programme at any time
- Once issued, discount code terms cannot be changed for individual recipients
- Any programme-level changes apply only to future participants

## 14. Governing Law

These Terms & Conditions are governed exclusively by the laws of **New Zealand**, including the **Fair Trading Act 1986**.

