

# 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. 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**

#### 5. 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

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

#### 6. 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

#### 7. 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

#### 8. 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.

## 9. 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.

## 10. 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

## 11. 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**.

## 12. 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**

## 13. Governing Law

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