

Promotion terms and conditions

'Dry and safe into spring with the Lovens Rain Canopy and LED' 2025 campaign conditions

I. General

These terms and conditions (the 'Promotion Terms and Conditions') apply to the Lovens promotion 'free Rain Cover and LED daytime running lights when purchasing a Lovens Explorer (hereinafter referred to as: the "Promotion") of Optima Cycles Trading B.V. (hereinafter referred to as: the "organiser"), with its registered office and place of business at Beveland 2 Beverwijk.

The promotion applies to the Lovens Explorer model types: S85 AUTO ABS, S85 ABS, S85 AUTO, S85, S75 AUTO ABS, S75 ABS, S75 AUTO, S75 and S50.

The promotion does not apply to the model types Lovens Explorer 50, 65, 65 AUTO, 85 and 85 AUTO.

The value of the Rain Cover is €359.95. The value of the LED daytime running lights is €129.95.

The purchase of a Lovens including free Rain Cover + LED runs from 1 April 2025 to 30 April 2025 (the 'promotional period'). The invoice date must fall within this date. Registration to receive the Rain Cover and LED daytime running lights is through the Lovens point of sale. Registration is possible until 31 May 2025.

The organiser reserves the right at any time, without giving reasons, to discontinue the promotion or to amend the promotion terms and conditions in the interim. If the promotion terms and conditions are revised, the latest version, provided with a date, will be posted on the organiser's website.

The organiser and participants are bound by the content and provisions of these action terms and conditions. By participating in the promotion, the participant agrees to these promotion terms and conditions.

The promotion was announced on 27 March 2025

II. Conditions of action

There are two options for sending the Rain Cover: the option of sending the Rain Cover to the consumer via parcel delivery to the address entered. Or the Rain Cover is delivered to the point of sale itself. The point-of-sale indicates this option when submitting the claim via the webshop.

The LED daytime running lights are provided by the point of sale.

Participation in the promotion is possible by purchasing a new Lovens Explorer BES 3 model at an official Lovens point of sale during the promotion period. The staff at your point of sale must submit the promotion via the webshop by registering the invoice and the bike's frame number. The point of sale is responsible for registering the bike on time and providing the correct details to qualify for the promotion.

Participation in this promotion is (exclusively) for individuals who have purchased a Lovens Explorer (of the type mentioned in the first paragraph) at a Lovens point of sale during the promotion period and have registered the invoice with the frame number on the promotion page.

Participation in this promotion is (exclusively) for the purchase of a new Lovens Explorer model at an official Lovens point of sale. Second-hand sales are excluded. Participation in this promotion is (exclusively) for individuals who have reached the age of 18.

Employees of Optima Cycles B.V. are excluded from participation.

Only one participation is allowed per person.

If the Rain Cover is not immediately available, delivery will be postponed to the next available date, with a maximum of 6 weeks after registration. The promotion is valid while stocks last. This promotion is not valid in combination with other promotions.

In case of cancellation of the Lovens Explorer purchase, the promotion will be void.

The organizer reserves the right to refuse participations that do not meet these conditions or that appear fraudulent. The organizer reserves the right to exclude a participant with invalid or falsified personal data from participation.

In case of fraud, or suspicion thereof, or unlawful influence on the promotion, the organizer reserves the right to exclude participants from participation.

The discount is not redeemable for cash.

III. Code of Conduct

Participants may not use the promotion to express political or religious views.

Participants may not taunt, curse, discriminate, or make sexual innuendos.

Entries must not be offensive, insulting, obscene, tormenting, hateful, shocking, immoral, violent, sexually suggestive, racist, defamatory, libelous, discriminatory, or contrary to good taste or decency, or incite such behaviour.

Entries must not be in conflict with the law, regulations, or public morals, or any third-party rights (including intellectual property), nor incite actions that are in conflict with the law, regulations, public morals, or any third-party rights (including intellectual property).

Entries must not harm the organizer, its affiliated companies, brands, or the brand in any way.

The above code of conduct applies to participation in this promotion.

IV. Publication

By participating in this promotion, participants specifically consent to the use of the content of their entry for marketing purposes and grant the organizer all rights to do so, without the organizer being obligated to provide any compensation.

If participants cooperate with the organizer for other forms of publicity, the reasonable wishes of the participants will be taken into account.

Participants, however, are not entitled to any compensation. All possible (publication) materials will be the sole property of the organizer and remain so.

V. Personal Data

Personal data obtained by Optima Cycles B.V. in connection with participation in this promotion will be used to properly handle the promotion. This personal data will be processed in accordance with the General Data Protection Regulation. Optima Cycles will collect and process the data in accordance with its own privacy policy (available at: <https://lovensbikes.com/privacy-policy/>).

Optima Cycles will retain personal data only for as long as necessary for the purposes described above.

Participants have a right of access and a right to rectify their personal data, as well as a right to object to the use of such data.

VI. Liability

The organizer and/or the persons it engages are not responsible or liable for disruptions in and/or errors with respect to the internet, the promotion page, any of the websites mentioned in these terms and conditions, the cable (or any other relevant) network, software or hardware, as well as for any incorrect input and/or processing of personal data.

The organizer is also not liable for any costs, damage, additional expenses. incurred by participants if it turns out that the accessories are not available on their desired or booked day and/or time.

Errors in printing, spelling, typesetting, or any similar material errors are of no value and cannot be invoked as legal remedies against the organizer. Furthermore, the organizer excludes any liability of

the organizer and/or the points of sale it engages in connection with this promotion, including the prize, except in the case of intentional or gross negligence by the executive staff of the organizer.

In the event that this promotion is advertised on Facebook, Instagram, or other external channels, it is explicitly emphasized that this promotion is in no way sponsored, endorsed, or managed by or associated with Facebook, Instagram, or these other external channels, which bear no liability in this regard.

VII. Final Provisions

No part of or related to this promotion may be reproduced or published without the prior express written consent of the organizer. All intellectual property rights to this site and its content, including all texts, images, layouts, software, or other information, are owned by the organizer. No rights may be derived from this promotion.

If one or more provisions of these terms and conditions are deemed invalid or void at any time, the remainder of these terms and conditions and the relevant provision(s) shall remain fully applicable.

The organizer reserves the right, reasonably and taking into account the specific circumstances, to modify the terms and conditions and/or suspend or terminate the promotion without prior notice and without being held liable in any way. The participant is responsible for regularly checking these terms and conditions.

The organizer also reserves the right not to award the prize in case of misuse or violation of any of the provisions of these terms and conditions, without the participant being able to make any claims against the organizer.

Complaints or questions regarding the terms and conditions and the promotion, as well as requests concerning the rights participants can assert against Optima Cycles B.V. regarding their personal data, may be sent in writing to info@lovensbikes.com.

Complaints or questions regarding availability and delivery should be directed to the relevant point of sale. These terms and conditions and the promotion are governed by Dutch law and will be interpreted and enforced in accordance with Dutch law. Only the court in Amsterdam is authorized to hear any disputes regarding the interpretation or application of these terms and conditions and/or the promotion in the first instance.

Drafted on 25 March 2025.