



EASI Dealer of the Year 2026 – Terms & Conditions

1. Competition Overview

The **EASI Dealer of the Year 2026 Competition** is organised by the European All-Terrain Vehicle Safety Institute (EASI) to recognise and reward dealerships that demonstrate excellence in promoting ATV safety, training, and best practice.

The competition runs from **1 January 2026 to 31 December 2026**.

2. Eligibility

- The competition is open to **all EASI-affiliated dealers** operating within the UK and Ireland.
- Dealers must be in **good standing with EASI** throughout the competition period.
- Dealers with unresolved compliance, payment, or conduct issues may be excluded at EASI's discretion.

3. How to Enter

- Entry is automatic upon submission of the **EASI Dealer of the Year Monthly Reporting Form**.
- Dealers must submit their activity **monthly**, no later than the **5th day of the following month**.
- Only activity undertaken during the competition period will be eligible for scoring.

4. Scoring Categories

Points are awarded for activity in the following categories:

- Registrations
- Sales Staff Trained
- Practical Training Completed
- Handover Pack Orders
- EASI Presence at Shows

- Stocking of Head Protection
- Social Media Posts tagging **@europeanatvsafetyinstitute**
- Approved bonus activities (e.g. case studies, press coverage)

Points are allocated in line with the published scoring framework issued by EASI.

5. Evidence & Verification

- Dealers may be asked to provide **supporting evidence**, including photographs, screenshots, event details, or confirmation emails.
- EASI reserves the right to **verify, adjust, or reject submissions** where information cannot be substantiated.
- Random audits may be conducted during the competition period.

6. Accuracy of Submissions

- Dealers are responsible for ensuring all submitted information is **accurate and truthful**.
- Submission of false, misleading, or exaggerated information may result in:
 - Removal of points
 - Disqualification from the competition
 - Exclusion from future EASI initiatives

7. Late or Missing Submissions

- Submissions received after the monthly deadline may not be counted.
- If no submission is received for a reporting month, **zero points** will be awarded for that period.
- Retrospective submissions may only be accepted at EASI's discretion.

8. Leaderboard & Updates

- Scores are recorded in the **EASI Master Leaderboard**.
- Leaderboard updates may be shared periodically with dealers.

- Rankings are provisional until the competition closes and final verification is completed.

9. Prizes & Recognition

Awards may include:

- **National Dealer of the Year**
- **Runner-Up Dealer**
- **Regional Recognition Awards**

Prizes are non-transferable and have no cash alternative unless stated otherwise.

EASI reserves the right to amend prize details where necessary, while maintaining equivalent value and recognition.

10. Use of Branding & Promotion

- Winners may use the **“EASI Dealer of the Year 2026”** branding in their marketing materials for a period agreed with EASI.
- EASI may use dealer names, logos, photographs, and submitted case studies for promotional and communications purposes related to the competition.

11. Disqualification

EASI reserves the right to disqualify any dealer who:

- Breaches these Terms & Conditions
- Acts in a manner contrary to the values or objectives of EASI
- Brings EASI or the competition into disrepute

12. Final Decision

- All decisions made by EASI regarding scoring, verification, and awards are **final**.
- No correspondence will be entered into regarding final rankings.


13. Amendments

EASI reserves the right to amend these Terms & Conditions where necessary. Any changes will be communicated to participating dealers in writing.

14. Contact

For questions relating to the competition, please contact:

 **easiadmin@quadsafety.org**

 **01273 494128**