



## 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**