

THE GTI SPOTTERS

Contest Mechanism & Draft Terms and Conditions

A. Recommended Contest Mechanism

A1. Campaign role

Celebrate the 50 years Golf GTIs by recognizing the enthusiasts who spot them in the real world before everyone else. Twenty verified spotters receive one pair of limited-edition adidas GTI sneakers each, subject to final prize confirmation.

A2. Core participation journey

- **Follow:** Follow @volkswagen_india on Instagram.
- **Spot:** Spot a Golf GTI in a public place during the contest period.
- **Shoot safely:** Capture an original photo or video only while safely parked, as a passenger, or as a pedestrian. Participants must not use a phone while driving, chase a vehicle, stop dangerously or trespass. *
- **Protect privacy:** Please obtain the owner's or driver's consent before capturing or sharing the content. All registration numbers and identifiable faces must be blurred before posting.
- **Share:** Post the content as an Instagram Story, Feed post or Reel, tag @volkswagen_india and use #TheGTISpotters.
- **Verify:** DM a screenshot/link of the published post or Story, the original unedited photo/video, the full vehicle registration number, and the date and city of the sighting to @volkswagen_india on Instagram. The registration number will be used only for verification and duplicate-entry checks and will not be published.

A3. Entry and winner logic

- AI-generated, digitally manipulated, stock, third-party-owned or copyrighted content will not be accepted. Only original content captured by the participant is eligible. Privacy blurring of the registration number and identifiable faces is permitted only on the published post; the original file submitted by Direct Message must remain unedited.
- Each entry will be assessed against the same objective requirements: participant eligibility, receipt within the Contest Period, the required follow/tag/hashtag, original content, an eligible Golf GTI, safe and lawful capture, owner/driver consent, privacy masking on the public post, and complete verification details submitted by Direct Message.
- Participants may submit more than one entry only when each entry features a different eligible Golf GTI. Each participant may win only one prize.
- The twenty (20) earliest complete, valid and verified entries from twenty (20) different participants, each featuring a different eligible Golf GTI, will be declared winners based on Volkswagen India's recorded Direct Message timestamp.
- A complete-entry timestamp will be recorded only when all required public-post and private-verification elements have been received. If an entry is incomplete, its timestamp will be the time at which the final required element is received.
- Duplicate vehicle submissions will be identified using the full vehicle registration number submitted privately. Where the same eligible vehicle is submitted more than once, only the earliest complete, valid and verified entry will qualify.
- Eligibility, completeness, vehicle identity, duplicate status and timestamps will be reviewed by an independent third-party agency appointed by Volkswagen India, using the same predefined criteria for all participants.

- If an entry cannot be verified, is unsafe, staged, AI-generated or digitally manipulated, uses previously published or third-party content, or otherwise does not meet the stated requirements, it will be rejected and the next eligible entry in timestamp order will be considered.

A4. Prize structure

- Twenty (20) winners; one pair of limited-edition adidas GTI sneakers per winner.
- Prize is non-transferable, non-exchangeable and not redeemable for cash.
- Shoe size will be requested from the shortlisted profiles. This request does not guarantee the prize. Size fulfilment will remain subject to availability.
- A participant may receive a maximum of one prize.

A5. Recommended campaign duration

A 5-7 days entry window is recommended, followed by 3-5 business days for verification and winner confirmation. This is a working recommendation; final dates should be inserted only after client and legal approval.

B. Draft Terms & Conditions

Working legal draft. Replace all bracketed placeholders and obtain final approval from Volkswagen India legal/compliance before public release.

1. Eligibility

- This contest is run by Volkswagen Passenger Cars India, a division of Skoda Auto Volkswagen India Private Limited (Hereinafter "Volkswagen India").
- The contest is open to individual Indian residents aged 18 years and above who have a valid Instagram account.
- Employees of Skoda Auto Volkswagen India Private Limited, its affiliates, authorized dealer partners, agencies involved in the contest, and their immediate family members are not eligible to participate.
- Participation is voluntary and no purchase, no booking, no test drive or no payment is required to enter the contest.
- By participating, each participant confirms that they have read, understood and accepted these Terms & Conditions.

2. Contest Period

- The contest will run from 29th July 2026 at 1:00 PM to 3rd August 2026 at 5:00 PM.
- Both the public Instagram post/Story and the complete verification Direct Message must be received within the Contest Period. Entries completed after the closing time will not be considered.
- For winner-ranking purposes, Volkswagen India's system timestamp for receipt of the final required verification element will be treated as the official complete-entry timestamp.

3. How to Participate

- Follow the official Volkswagen India Instagram handle @volkswagen_india during the Contest Period and until the winner verification process is completed.
- Spot an eligible Golf GTI in a public place during the Contest Period and capture an original photo or video in a safe and lawful manner.
- Obtain the owner's or driver's consent before capturing or sharing the content.

- Before publishing, blur or cover the full vehicle registration number and all identifiable faces. The unedited original file and full registration number must be shared only through the private verification process.
- Post the photo/video as an Instagram Story, Feed post or Reel; tag @volkswagen_india; and include the hashtag #TheGTISpotters.
- Send Volkswagen India an Instagram Direct Message containing: (a) a screenshot/link of the published entry; (b) the original unedited photo/video; (c) the full vehicle registration number; and (d) the date and city of the sighting.
- Participants with private accounts must send a screenshot of the complete published entry through Direct Message. The entry must remain accessible until winner verification is completed.
- Multiple entries are permitted only when each entry features a different eligible Golf GTI. A participant may win only once.

4. Entry Requirements and Vehicle Verification

- The entry must be created by the participant and must not be AI-generated, digitally manipulated, copied, downloaded, stock, third-party-owned, or taken from Volkswagen India, a dealer, a media publication or another person's account. Privacy masking is permitted only on the published version; the original file submitted privately must be unedited.
- The Golf GTI shown must be one of the first 50 eligible vehicles identified by Volkswagen India for this activity. Vehicle eligibility will be verified using the full vehicle registration number submitted privately.
- Entries featuring vehicles at Volkswagen dealerships, service centres, official events, press/media shoots, factory locations, brand-controlled premises or staged campaign setups will not qualify unless Volkswagen India expressly states otherwise.
- The full vehicle registration number submitted privately will be used to identify duplicate vehicle entries. Where multiple valid entries feature the same eligible Golf GTI, only the earliest complete, valid and verified entry will be considered for winner selection.
- Volkswagen India or its appointed third-party agency may request additional information, a clearer supporting image, or original file metadata solely to verify the entry, vehicle identity and timestamp. Failure to provide reasonable verification within the stated time may lead to disqualification.
- The participant must not publish the full vehicle registration number, the vehicle's exact live location, the owner's personal information, or any other sensitive personal information.
- If the vehicle cannot be conclusively matched to the eligible vehicle list or distinguished from another submission using the information provided, the entry will be treated as unverified and will not qualify.

5. Safe and Lawful Participation

- Participants must not capture, post or submit content while operating a motor vehicle.
- Participants must not chase, follow, obstruct or interfere with a vehicle; stop in an unsafe location; violate traffic rules; trespass; enter restricted premises; or create any risk to themselves or others.
- Entries that appear to have been captured through unsafe, unlawful or intrusive conduct will be disqualified at Volkswagen India's sole discretion.
- Volkswagen India does not encourage or authorise any participant to approach, contact or disturb the vehicle owner or occupants.

6. Winner Selection

- Twenty (20) winners will be selected only from complete, valid and verified entries that satisfy every objective criterion listed below.
- **Participant eligibility:** The participant satisfies all requirements under Clause 1 and follows @volkswagen_india until verification is completed.
- **Timing:** The public post/Story and all required Direct Message verification elements are received within the Contest Period.

- **Publishing requirements:** The entry is posted as an Instagram Story, Feed post or Reel and includes the tag @volkswagen_india and hashtag #TheGTISpotters.
- **Originality:** The content was captured by the participant and is not AI-generated, digitally manipulated, copied, stock, previously published or third-party-owned. Only privacy masking on the public version is permitted.
- **Vehicle eligibility:** The vehicle is a qualifying Golf GTI from Volkswagen India's eligible vehicle list and is conclusively verified using the privately submitted registration number and supporting material.
- **Consent and privacy:** The participant has obtained the owner's or driver's consent, has masked the registration number and identifiable faces on the public post, and has not published sensitive personal information.
- **Vehicle Verification:** Before publishing, participants must blur or cover the vehicle registration number and any identifiable faces. For verification, participants must privately DM @volkswagen_india the original, unedited file and the vehicle registration number visible in or corresponding to the original file. The registration number will be used solely to verify the vehicle and identify duplicate entries and will not be published.
- **Safety and location:** The content was captured safely and lawfully and was not created at an excluded location or through a staged campaign setup.
- **Complete verification:** The participant submits the published-entry screenshot/link, original unedited file, full vehicle registration number, date and city, and any additional verification reasonably requested.
- The twenty (20) earliest complete, valid and verified entries from twenty (20) different participants, each featuring a different eligible vehicle, will be selected based on the official complete-entry timestamp.
- Where more than one participant submits the same eligible vehicle, the privately submitted full vehicle registration number will be used to identify the duplicate. Only the earliest complete, valid and verified entry for that vehicle will be considered.
- The official complete-entry timestamp will be the time at which Volkswagen India receives the final required entry or verification element. An incomplete entry will not retain an earlier timestamp.
- Likes, comments, follower count, engagement, creativity and production quality will not influence winner selection, except that the submitted content must be sufficiently clear to verify the vehicle and compliance with these Terms & Conditions.
- Volkswagen India may maintain reserve entries in official timestamp order in case a selected participant is ineligible, cannot be contacted, fails verification or declines the prize.
- The eligibility assessment, vehicle and duplicate verification, timestamp validation and ranking of qualifying entries will be conducted and documented by an independent third-party agency appointed by Volkswagen India. The same predefined criteria will be applied consistently to all entries.
- Volkswagen India may review the third-party agency's evaluation for compliance with these Terms & Conditions. Volkswagen India's final decision regarding eligibility, verification and winner selection will be final and binding, subject to applicable law.

7. Prizes

- Each winner will receive one (1) pair of limited-edition adidas GTI sneakers. A total of twenty (20) pairs will be awarded, subject to final inventory confirmation.
- Each participant may win a maximum of one prize.
- Prizes are non-transferable, non-exchangeable and cannot be redeemed for cash, credit or any other product.
- Shoe size selection and fulfilment will be subject to available inventory. Volkswagen India does not guarantee the availability of every size, and the prize cannot be exchanged for cash.
- The visual appearance, packaging, size availability and other prize details may vary from promotional representations.

8. Winner Announcement, Verification and Delivery

- Winners will be announced on or around 4th August 2026 through Volkswagen India's official Instagram handle or other official communication channels.
- Selected participants will be contacted only through the official @volkswagen_india Instagram account and must respond within seventy-two (72) hours.
- Winners may be required to provide their full name, age/identity proof, delivery address, mobile number, shoe size and any other information reasonably required for eligibility verification and prize fulfilment. You expressly consent to Volkswagen India and its authorized agencies using your personal information for marketing campaigns and for promoting their products and services
- If a selected participant does not respond within seventy-two (72) hours, fails verification, provides incomplete or incorrect information, or is otherwise ineligible, Volkswagen India may select a reserve winner without further liability.
- Prizes will be dispatched within [30/45] business days after successful verification and confirmation of required details, subject to stock and logistics.
- Volkswagen India will not be responsible for courier delays, failed delivery caused by incorrect details, loss after confirmed delivery, or circumstances beyond its reasonable control.

9. Taxes and Compliance

- Any applicable taxes, levies, duties or charges on the prize will be handled in accordance with applicable Indian law.
- Volkswagen India may deduct tax at source or request any documentation required for tax and statutory compliance.

10. Content Rights, Permissions and Publicity

- The participant represents that the submitted content is original and that they have all necessary rights and permissions to submit and publish it.
- The participant must not submit content that infringes copyright, trademark, privacy, publicity or any other rights of a third party.
- By participating, the participant grants Volkswagen India and its appointed agencies a non-exclusive, royalty-free right to reproduce, adapt, crop, repost, publish and use the submitted content, participant's Instagram handle and city for contest administration, winner communication, marketing, publicity and campaign reporting, without additional compensation, subject to applicable law.
- Volkswagen India may edit or mask vehicle registration numbers, faces, locations or other identifying information before reposting content.

11. Personal Data

- Personal data and verification information collected for this contest, including the original file and full vehicle registration number, will be used for entry verification, duplicate-entry checks, winner selection, communication, prize fulfilment, statutory compliance and related contest administration.
- Participants must not post their address, phone number, identification documents, full vehicle registration number or other sensitive information publicly. Such details must be shared only through the official private verification process when requested.
- The original file and full vehicle registration number will be accessible only to Volkswagen India and its appointed agency for verification and duplicate-entry checks, will not be published, and will not be used for unrelated marketing purposes.
- Personal data will be handled in accordance with Volkswagen India's applicable privacy practices and applicable law.

12. Disqualification

- Incomplete, late, false, misleading, copied, staged, unsafe, unlawful, offensive, defamatory or inappropriate entries, and entries that violate Instagram's rules or these Terms & Conditions, will be disqualified.
- Use of bots, automated tools, fake accounts, impersonation, manipulation of timestamps, coordinated spam or fraudulent conduct will result in disqualification.
- Volkswagen India may disqualify any participant or replace any selected winner who is found to be ineligible or non-compliant.
- Volkswagen India may reject an entry if the vehicle cannot be conclusively verified, duplicate status cannot be determined, or the original file, full vehicle registration number or other requested verification details are not provided within the specified time.
- Volkswagen India's decision in relation to disqualification will be final.

13. Indemnity and Limitation of Liability

- Each participant agrees to be responsible for their own conduct and entry and agrees to indemnify Volkswagen India, its affiliates, authorised dealer partners and agencies against losses arising from the participant's breach of these Terms & Conditions, infringement of third-party rights, or unsafe/unlawful conduct.
- Volkswagen India will not be responsible for technical errors, network failures, platform outages, incomplete uploads, inaccessible private accounts, lost messages, corrupted files, delayed timestamps or other circumstances beyond its reasonable control.
- To the extent permitted by law, Volkswagen India will not be liable for loss, damage, injury, disappointment or expense arising from participation in the contest, use of the prize, or acts undertaken by a participant while trying to create an entry.

14. Amendment, Suspension or Cancellation

- Volkswagen India reserves the right to amend these Terms & Conditions, modify the contest mechanism, replace the prize, suspend or cancel the contest where reasonably necessary due to fraud, technical failure, legal requirements, force majeure, stock constraints or circumstances beyond its control.
- Any material update will be communicated through Volkswagen India's official channels where reasonably practicable.
- No claim will be entertained in relation to a reasonable amendment, suspension or cancellation made in accordance with this clause, subject to applicable law.

15. Instagram Disclaimer

- This contest is in no way sponsored, endorsed, administered by or associated with Instagram.
- By participating, each participant completely releases Instagram from any responsibility or liability arising from or relating to this contest.
- Participants provide their information to Volkswagen India and not to Instagram.

16. Brand/Prize Partner Disclaimer

- The adidas name is used solely to identify the prize associated with this contest. adidas is not a sponsor, organizer, or administrator of the contest and is not responsible for its operation, winner selection, or prize fulfilment. All contest-related matters are the responsibility of Volkswagen India.

17. Governing Law and Jurisdiction

- The contest and these Terms & Conditions will be governed by the laws of India.
- All disputes will be subject to the exclusive jurisdiction of the courts in Mumbai, Maharashtra.