Terms and Conditions — 50% Discount Offer on Motor Breakdown Cover

Promoter: Emergency Assist Ltd ("we", "us", "our")

Offer: 50% discount off the first year's premium for a new Motor Breakdown Cover

Offer Period: From 00:01 Monday 23rd November 2926 to 23:59 30th November 2026 inclusive ("Offer Period")

By purchasing a Motor Breakdown Cover under this promotion, you agree to be bound by these Terms and Conditions ("Terms"). Please read them carefully before purchase. These Terms apply in addition to the breakdown terms and conditions which continue to apply in full.

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1. Eligibility

1.1. This Offer is open to customers who purchase a new Motor Breakdown Cover during the Offer Period.

1.2. The Offer applies only to new covers purchased directly through the website. It does not apply to renewals of existing covers, covers purchased through comparison websites, price aggregators, brokers, affiliates, or any other third-party channel.

1.3. The Offer is available to UK residents.

2. What the Offer Provides

2.1. Under this Offer, you will receive a 50% reduction on the first year's premium for a new Motor Breakdown Cover purchased during the Offer Period.

2.2. The discount applies to the uninsured element of the selected level of cover at the time of purchase and excludes any optional extras unless expressly stated. The itemisation of this is provided during the checkout process.

2.3. The discount applies to the first year of cover only. Renewal premiums after the first year will be charged at the standard rate applicable at the time of renewal.

2.4. Where the cover is purchased on a monthly payment plan, the 50% discount will be applied to the total annual equivalent price, divided across the agreed monthly installments.

2.5. The discounted price will be shown to you before you complete your purchase. The discount cannot be applied retrospectively to a cover already purchased or to a renewal already paid.

3. Exclusions

3.1. This Offer cannot be used in conjunction with any other discount, promotional code, voucher, cashback offer or membership benefit unless expressly permitted by us in writing.

3.2. The Offer does not apply to: (a) Commercial or fleet vehicle policies; (b) Upgrade, amendment or adjustment to an existing cover; or (c) Any cover cancelled and repurchased for the purpose of obtaining the discount.

3.3. We reserve the right to withdraw or amend vehicles' or persons' eligibility where we reasonably believe the Offer is being used other than for its intended purpose.

4. How to Claim

4.1. No action is required beyond entering the promotional code “BF50” at the time of purchase.

4.2. The discount must be applied at the point of purchase. We will not apply the discount to a cover after it has been issued except where required by law.

5. Misuse and Fraud

5.1. We reserve the right to withdraw the Offer, cancel the cover and/or recover the discounted amount where we reasonably suspect fraud, misrepresentation, abuse of the Offer, or breach of these Terms or the policy terms.

6. Changes to the Offer

6.1. We reserve the right to amend, suspend or withdraw this Offer at any time prior to purchase. This will not affect covers purchased before the change takes effect.

6.2. Where the Offer is withdrawn, we will give reasonable notice on our website where practicable, except where withdrawal is necessary due to circumstances beyond our reasonable control.

7. General

7.1. The discount has no cash alternative and is non-transferable, non-refundable and cannot be exchanged.

7.2. Nothing in these Terms affects your statutory rights, including your right to cancel under consumer protection legislation.

7.3. These Terms are governed by the laws of England and Wales, and any disputes arising shall be subject to the exclusive jurisdiction of the courts of England and Wales.

7.4. If any provision of these Terms is held to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

7.5. The promoter's decision regarding all aspects of this Offer is final in respect of any matter not governed by these Terms or applicable law.

8. Contact and Complaints

8.1. Questions about this Offer should be directed to 01945 586200 or admin@emergencyassistltd.co.uk.

8.2. If you wish to make a complaint about the Offer, please contact us using the details above, and we will handle it in accordance with our complaints procedure, which can be found at https://emergencyassistltd.co.uk/support/complaints.