

Terms and Conditions for the Cashback Event Promotion of Winora-Staiger GmbH and GHOST-Bikes GmbH 2025

In the following, we use gender-specific terms for better readability and comprehensibility. Wherever possible, we strive for gender-neutral wording. Please note that all designations are to be understood as gender-neutral and include all genders equally.

If you have any questions about the cashback promotion, please contact teilnahme@eventcashback.com. For inquiries about the application, please contact marketing@ghost-bikes.de or marketing@winora-group.de.

1. Introduction

By participating in this promotion, the participant agrees to these terms and conditions. In the period from May 15 to December 15, 2025, Winora-Staiger GmbH and GHOST-Bikes GmbH are holding a cashback promotion for the WINORA, HAIBIKE, GHOST, and LAPIERRE brands as part of the 2025 event series.

As part of this promotion, Winora-Staiger GmbH and GHOST-Bikes GmbH will grant a refund of € 100 (in Germany, Austria and Italy) or CHF 100 (in Switzerland) for the purchase of a WINORA, HAIBIKE, GHOST or LAPIERRE brand bicycle with an invoice value of at least €/CHF 1,500, which was purchased from stationary dealers in Germany, Austria, Switzerland or Italy during the promotion period and successfully registered in combination with a cashback code received at a bike event.

By uploading their purchase receipt to the website <https://www.eventcashback.com> and completing the online form, the participant can request a refund of €/CHF 100 for the bicycle purchased to a bank account specified by them in accordance with the following conditions of participation.

Participants will be informed of their successful participation via a form and an e-mail sent to the e-mail address they have provided. Participants are advised to also check their spam folder for incoming emails during the promotion period.

2. Organiser

The organisers of the cashback promotion (hereinafter referred to as the 'promotion') are WINORA-Staiger GmbH, Max-Planck-Str. 6, 97526 Sennfeld (hereinafter referred to as the 'manufacturer' or 'WINORA') and GHOST-Bikes GmbH, An der Tongrube 3, 95652 Waldsassen (hereinafter referred to as the 'manufacturer' or 'GHOST'). The promotion will be handled by PORTICA GmbH Marketing Support, Von-Galen-Str. 35, 47906 Kempen (hereinafter referred to as 'PORTICA').

3. Eligibility for participation

Only private individuals who are at least 18 years of age at the time of participation, have a permanent residence in Germany, Austria, Switzerland or Italy and have a valid bank account accessible through the SEPA payment system.

Participation is only possible under your own name and as a private individual. Participation on behalf of third parties, as well as participation through the use of automatically generated bulk submissions and by legal entities (companies), is not allowed.

Wholesalers and retailers are excluded from participation, regardless of whether they are acting on behalf of participant communities and/or customers. Purchases via online auction platforms, purchases of used bicycles and purchases via private individuals who are not acting in the exercise of their commercial or independent professional activity are also excluded from participation in the promotion. The cashback promotion does not apply to leased bicycles.

4. Ways to participate in the promotion

Participation in the promotion is possible by purchasing a bicycle with an invoice value of at least €1,500 (in Germany, Austria, Italy) or CHF 1,500 (in Switzerland) from authorised Winora-Staiger GmbH and GHOST-Bikes GmbH dealers in Germany, Austria, Switzerland or Italy and registering the purchase online at <https://www.eventcashback.com> in combination with a cashback code received at a bike event. Registration requires uploading the purchase receipt and providing personal data (title, first name, surname, address, e-mail address), a cashback code, your own bank account (IBAN), product information (brand, frame number, code) and retailer information.

All bike models of the following brands are eligible for participation in the cashback campaign:

- WINORA
- HAIBIKE
- GHOST
- LAPIERRE

Only one participation per person is permitted. A purchase receipt can only be used by one participant and only once.

Should the purchase contract for a bicycle be cancelled or reversed within 30 days of the agreement, regardless of the reason, the right to the cashback will be forfeited.

The participant shall bear the transmission costs incurred by the selected Internet provider.

5. Promotion period

The purchase period for a bicycle of the above-mentioned brands begins on May 15, 2025, and ends on December 15, 2025. The period for uploading the purchase receipt begins on May 15, 2025, and ends on January 15, 2026.

6. Purchase receipt

The following information must be clearly legible on the photo of the purchase receipt: Retailer, product name, unit price, total amount and date of purchase. The photo / document of the purchase receipt must not exceed a file size of five (5) MB and must be in JPG, PNG or PDF file format. Other formats or larger files cannot be uploaded.

7. Cashback amount

WINORA / GHOST will only grant a refund of € 100 (in Germany, Austria, Italy) and CHF 100 (in Switzerland) on the purchase of a bicycle of the above-mentioned brands with an invoice value of € 1,500 (in Germany, Austria, Italy) or CHF 1,500 (in Switzerland). 500 CHF (in Switzerland), which was purchased from authorised dealers of Winora-Staiger GmbH or GHOST-Bikes GmbH in Germany, Austria, Switzerland or Italy during the promotion period and registered in combination with a cashback code received at a bike event via the online form on the campaign website. Returning/exchanging the bicycle excludes participation in the promotion.

8. Payment account

The transfer of the refund amount is only possible by bank transfer to a payment account that is accessible in the SEPA payment standard and can only be made if the bank details are complete and correct. The IBAN is required for the bank transfer.

The participant is responsible for the accuracy of the IBAN provided.

The person entitled to participate will receive the amount transferred to the specified account four to eight weeks after the purchase of the bicycle of the above-mentioned brands and valid registration. A cash payment of the refund amount is not possible.

9. Interruption / premature cancellation of the promotion

WINORA / GHOST reserves the right to cancel or terminate the promotion at any time for a significant reason. WINORA / GHOST will make use of this right in particular if proper implementation of the campaign cannot be guaranteed for technical and/or legal reasons. Previously acquired claims for a refund will not be affected.

10. Limitations of liability

The participant is responsible for the accuracy of the contact details provided, in particular his/her e-mail address and IBAN. WINORA / GHOST shall not be liable for technical failures that lead to the unavailability of the offer, except in cases of intent or gross negligence.

WINORA / GHOST and the companies involved accept no liability for loss of data, in particular in the course of data transmission, and other technical defects.

WINORA / GHOST and the companies participating in the fulfilment are not liable for failed transfer transactions due to incorrect account data.

11. Other regulations

WINORA / GHOST reserves the right to exclude participants from the promotion due to false statements, manipulation, the use of unauthorised aids or other fraudulent advantage-taking. The excluded participant has no claims against WINORA / GHOST. In these cases, the transfer of the refund amount can also be subsequently revoked and reclaimed.

WINORA / GHOST reserves the right to change the conditions of participation at any time, in particular to adapt them to changed legal and/or technical circumstances. The terms and conditions are available in their current version at <https://www.eventcashback.com>.

For cashback promotions with cooperating companies, the terms and conditions created for the cooperation apply and supersede these.

The terms and conditions applicable to each participant are those in effect at the time the purchase receipt is uploaded.

The promotion and these conditions of participation are governed by German law. Legal recourse is excluded. The invalidity of individual provisions of these conditions of participation shall not affect the validity of the remaining provisions.