

Volkswagen #MyVWStory Social Content Competition Terms and Conditions 2025

INTRODUCTION:

This page outlines the terms, conditions, and rules ("Terms and Conditions") for taking part in the Volkswagen #MyVWStory Competition ("the Competition").

1. These Terms and Conditions govern the Competition hosted by Volkswagen South Africa (Pty) Ltd 1946/023458/07 t/a Volkswagen Group Africa ("VWGA") and managed by Bonfire Media.
2. By participating in the Competition, you agree to these Terms and Conditions.
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3. In addition, your access to any website or application required for participation will be subject to the terms and conditions imposed by the respective service providers and platforms.

PERIOD:

4. The Competition commences at 08h00 (South African local time) on 18 July 2025 and closes at 08h00 on 11 August 2025.
5. The competition will end at 08h00 on 11 August 2025, with no more entries being accepted after 08h00. The winners will be announced on 15 August 2025.

ELIGIBILITY:

6. To participate in the Competition, entrants must be 18 years / older and be of full legal capacity and be legal residents of South Africa, Namibia or Botswana.
7. Employees of VWGA or their agency Bonfire Media Pty (Ltd) or their direct family members or anyone else connected in any way with the competition or helping to set up the competition shall not be permitted to enter any of the competitions and are not eligible to win.
8. Regrettably, minors will not be permitted to partake due to the nature of the Competition.
9. Only individuals may enter the Competition.
10. Successful entry into the Competition does not amount to eligibility.
11. The announcement of a winner is not deemed to be compliance with the Competition Terms and Conditions. VWGA reserves the right to disqualify any entrant who breaches any of the Competition Terms and Conditions or engages in any unlawful or dishonest conduct in relation to the Competition. In this regard, VWGA shall be entitled to recover any loss or damage from the party responsible arising from such conduct.

CONSENT:

12. All winners of the Competition (unless they request retaining their anonymity) agree to:
 - a. if required by VWGA, participate in a photo, video, film and/or radio session, or any other form of publicity for VWGA in relation to the Competition.
 - b. the broadcasting or other publication of an entrant's name, character, statements, voice recordings or any other information regarding the entrant, in any advertising or promotional activities concerning a Competition or promotions of VWGA in general. This includes the use of the entrant's name to disclose that they have won a Prize; and
 - c. allow VWGA to use, in any reasonable manner as they see fit, any entrant's materials submitted in connection with the Competition, whether in written, electronic, visual, audio and / or any other form. Upon such submission, such materials (and all copyright therein) become the property of VWGA and the entrant waives all moral, commercial and proprietary rights, rights of publicity, and any other intellectual property rights he / she may have in such materials.
13. The entrant may withdraw the consent in 11 above at any time by e-mailing VWGA at lindi-anne.hilliar@vwsa.co.za.
14. Unless you consent otherwise, neither VWGA nor any of its Dealers will use the personal information you give us for any purpose other than facilitation of the Competition or compliance with applicable legislation.

COSTS:

15. Entry and participation in the Competition is free. Entrants shall, however, be responsible for the costs imposed by their internet service providers, transport costs related to any prize redemption or other costs which are not imposed by VWGA.

ENTRY:

16. To enter and be eligible to win, entrants are required to share a special VW memory by posting a video or image on their social media pages. These platforms include Facebook, Instagram & TikTok. Examples could be but not limited to:
 - a. Your first VW – The excitement of buying or driving your very first Volkswagen
 - b. Your first VW experience – Maybe your first time in a VW was an unforgettable road trip or adventure
 - c. The generational VW – Has your family had a VW that's been passed down? Share the legacy
 - d. A life-changing moment in a VW – A proposal, a big move, bringing your first baby home or a spontaneous trip that changed everything
 - e. Any other memorable VW moment
17. All entrants on social media will be tracked by using the hashtag #MyVWStory and through the tagging @volkswagenouthafrica.

CRITERIA:

18. From all entrants on social media, three winners will be selected by a panel of five (5) judges made up of three (3) internal VWGA representatives and two (2) external representatives (from the Bonfire Media team).
19. The judging criteria will include, without limitation, the following criteria:
 - a. The uniqueness of the VW story
 - b. The engagement of the post
 - c. The reach of a post
 - d. The creativity and quality of the execution
 - e. Overall compliance & alignment with brand values
20. The winner will be contacted first via direct message on the social media platform that they entered on to request contact details and from there via email and phone calls.
21. If VWGA is unable to contact the winner after five attempts or there is no response, VWGA shall be entitled but not obliged to award the prize to the next eligible winner.
22. It shall be a pre-requisite for the winner to provide VWGA with proof of his / her identity acceptable to VWGA prior to collection of the prize.

PRIZE INFORMATION:

23. Prize allocation details are as follows:
 - a. Weekly spot prizes of a VW merchandise vouchers to the value of R1000 will be given away at the end of each week (3 weeks total) and will be selected through a random draw. Winners will be contacted on the Friday of the week in which they are selected as winner. A person may only win one of the weekly prizes but will still be eligible for one of the top three grand prizes.
 - b. At the end of the competition period all entrants will have an opportunity to be eligible to win:
 - first prize, a Volkswagen weekend getaway to the value of R10 000,
 - second prize, a VW Advanced Driving course valued at R5 000
 - third prize, a VW accessories voucher valued at R2 500.
24. The overall winners will be announced at the end of the competition period on 15 August 2025.
25. If selected, an entrant's content will need to be pre-approved by VWGA before winning the prize.

26. A prize is redeemable once and is not redeemable for cash; nor is any prize transferable.
27. VWGA reserves the right to withdraw a prize should a selected entrant's content contravene these Terms and Conditions.
28. At the end of the Competition, VWGA may select up to 10 pieces of content from all entrants, at its own discretion, which will be used for marketing purposes. This will require participation from the respective entrant and a possible reshoot of the content, if necessary. In this regard, the selected content will be subject to a separate usage agreement.

GENERAL:

29. VWGA shall not be responsible for any loss or damage arising from the Competition. This includes but is not limited to that arising from technical malfunction of any communication network, late, lost, incomplete, misdirected, incorrectly submitted, delayed, illegible or corrupt Competition entry, participant error or mechanism required for entry into the Competition.
30. The Competition is not open to members, partners, directors, employees, agents or consultants of VWGA or its affiliated companies, Dealers, agencies, service providers, contractors and members of their immediate or extended family.
31. VWGA shall not be responsible for any issue that is directly or indirectly related to the running of the Competition, which may affect the outcome of the Competition and/or the determination of any Prize/, save for instances of fraud or gross negligence on the part of VWGA, whether as a result of technical or other problems, its affiliates, the entrant, or any third party, will not be the responsibility of VWGA.
32. VWGA may, in its sole discretion, alter any aspect of the Competition / Terms and Conditions without prior notice. Neither VWGA nor its Dealers, affiliates or agents shall be liable for such alteration or cancellation.
33. The Competition winner selection (conducted through a random draw) shall be final and not subject to any appeal or review. No correspondence will be entered into.
34. VWGA reserves the right to suspend and / or postpone this Competition at any time in its sole discretion.
35. Personal information collected directly between VWGA, and winning entrants will be used, processed and stored for the purpose of communication between both parties in relation to the Competition.
36. These Terms and Conditions are available [on \(INSERT Ts & Cs link\)](#)