

Spring Summer 2024 campaign:

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We would like to point out that the rights of use to the submitted photos are granted with restrictions in terms of time, space and content.

The following restrictions of use apply:

Time limitation of the period of use:

Buyouts Europe 1 year (online and social media 2 years*)

PR (editorial contributions print, online)

Trade fair (trade fair stand, film, advertisements)

Print (especially brochures and mailings)

Advertisements (print, online, social media)

Outdoor advertising (city lights, billboards or bus stickers)

Dealer advertising (decoration/windows, mailings, video screens, online, social media,

outdoor advertising, brochures, advertisements)

Film (image film, social media clips, use online, dealer POS)

Buyouts Russia 1 year (online and social media 2 years*)

Print (especially brochures and mailings)

PR (editorial contributions print, online, trade fair (trade fair stand, film, advertisements))

Dealer advertising (indoor decoration, brochures, outdoor, online, social media, ads)

Film (image film and social media clips, use online, dealer POS)

*Online and social media

After the period of 2 years, no new posts with the image material may be created and/or published. Existing publications during the agreed period on social media accounts, apps, websites, e-commerce tools, data carriers (also from sales partners) may continue to exist.

For the types of use PR, trade fair, print, the period of use begins on 01.06.2023 and ends on 01.06.2024.

For the other agreed types of use advertisements, outdoor advertising, dealer advertising, film, the period of use shall begin on 01.10.2023 and end on 01.10.2024.

For the type of use online and social media, the period of use begins on 01.10.2023 and ends on 01.10.2026.

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All media (campaign images, motifs, films, photographs) may generally not be changed or only used in part. Any change (possibly model, background, logo, etc.) requires our prior written consent.