

1. Introduction

The ISUZU Maxit Loyalty Program ("the Program") is a customer rewards initiative proudly run by **ISUZU East Africa (ISUZU EA)**. The program specifically targets **mechanics, vehicle drivers, and car owners**, with a strong emphasis on mechanics who service and maintain ISUZU vehicles. The Program rewards these participants for purchasing genuine ISUZU lubricants and spare parts. For each valid purchase, participants earn loyalty points and **instant airtime**, and later redeem points for rewards such as branded apparel, safety boots, toolkits, and specialized training.

Participation in the Program is entirely voluntary and is subject to the terms and conditions outlined below. The Program shall continue to run for as long as ISUZU EA deems fit.

2. Glossary of Terms

- **Program:** ISUZU Maxit Loyalty Program.
 - **Coupon:** A unique code found on the packaging of eligible ISUZU products.
 - **Member:** A registered participant in the Program, typically a mechanic, driver, or vehicle owner.
 - **Registration:** The process of joining the Program.
 - **Banking:** Submitting a valid Coupon to earn points and airtime.
 - **Redemption:** Exchanging accumulated points for merchandise or training.
 - **Call Centre:** The ISUZU EA customer service line that supports Program operations.
 - **Short Code:** SMS code 42000 used for registration and banking.
 - **Loyalty Web App:** The web-based platform available at <https://loyalty.isuzu.co.ke>.
 - **Instant Airtime:** Mobile airtime credited to a participant's phone immediately after successful banking.
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3. Eligibility

To participate in the Program, you must:

- Be a resident of Kenya.
 - Own, drive, or service ISUZU vehicles.
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- Have a valid Kenyan mobile number.
- Not be an employee of ISUZU EA or any directly affiliated vendor.

4. Registration

You can join the Program through any of these methods:

1. **SMS:** Send REGISTER to 42000.
2. **Call Centre:** Dial 0800 724 724 (Toll-Free).
3. **Loyalty Web App:** Visit <https://loyalty.isuzu.co.ke> or scan the QR code displayed at authorized ISUZU outlets.

5. Banking Points and Instant Airtime

Earn loyalty points and receive airtime each time you bank a valid Coupon from eligible products.

How to Bank:

1. **SMS:** Send the Coupon Code via SMS to 42000.
2. **Call Centre:** Share the Coupon Code with an agent.
3. **Loyalty Web App:** Log in and key in your code or scan the adjacent barcode.

Points & Airtime Table:

| SKU Name | SKU | Points | Airtime Value (KES) |
|----------------------------|--------------|--------|---------------------|
| Isuzu Maxit 20Ltr + Filter | 20L + Filter | 40 | 50 |
| Isuzu Maxit 5L + Filter | 5L + Filter | 30 | 40 |
| Isuzu Maxit 1L + Filter | 1L + Filter | 10 | 20 |
| Isuzu Maxit 20Ltr | 20L | 20 | 30 |
| Isuzu Maxit 5Ltr | 5L | 5 | 20 |
| Isuzu Maxit 1Ltr | 1L | 1 | 10 |

Note: Maximum of **300 Coupons** can be banked per day. Those exceeding this number will be put on hold.

Expired or fraudulent Coupons will be rejected.

Airtime is sent instantly to the registered mobile number.

6. Rewards and Redemption

Your accumulated points can be redeemed for the following:

| Reward | Category | Points Required |
|------------------------|---------------------------|-----------------|
| MAXIT Cap | PPE (Personal Protective) | 50 |
| MAXIT T-Shirt | Branded Merchandise | 200 |
| Gloves | PPE (Personal Protective) | 800 |
| MAXIT Overall | Branded Merchandise | 1,500 |
| Safety Boots | PPE (Personal Protective) | 3,000 |
| MAXIT Toolbox | Mechanical Tools | 10,000 |
| ISUZU Academy Training | Training Academy | 10,000 |

How to Redeem:

- **SMS:** Send REDEEM to 42000.
 - **Call Centre:** Speak to an agent.
 - **Loyalty Web App:** Select your reward through the Loyalty Web App after logging in.
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7. Redemption Policy

- Points are non-transferable and cannot be converted to cash.
 - Insufficient points will result in rejection of the redemption request.
 - Rewards are issued subject to stock availability.
 - Redeemed rewards are final; no returns or exchanges allowed.
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- Delivery of physical rewards may take up to 21 business days.
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8. Fraud and Abuse

- Submitting fake, tampered, or duplicated Coupon Codes will result in disqualification.
 - ISUZU EA reserves the right to investigate and suspend any account suspected of malpractice.
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10. Member Obligations

- Provide truthful information during registration and banking.
 - Avoid misuse of rewards or manipulating system loopholes.
 - Update your contact details whenever necessary.
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11. Intellectual Property

All Program materials, logos, and content remain the exclusive property of ISUZU EA.

Any unauthorized use is prohibited.

12. Communications

By registering, you agree to receive Program-related messages via SMS, phone, or email.

You can opt out anytime by emailing info.kenya@isuzu.co.ke

13. Limitation of Liability

ISUZU EA shall not be held responsible for:

- SMS or mobile network delays.
 - Shipping delays.
 - Points lost due to sharing of login details or SIM or phone misuse.
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14. Termination & Deregistration

- You may opt out of the Program at any time.
 - ISUZU EA reserves the right to deactivate accounts involved in suspicious or abusive behaviour.
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15. Taxes

Participants are solely responsible for declaring and paying any taxes arising from the rewards they receive.

16. Disputes & Jurisdiction

- Any disagreement will be addressed internally by ISUZU EA.
 - These Terms are governed by the laws of the Republic of Kenya.
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17. Amendments

ISUZU EA may amend these Terms at any time.

Changes will be posted at: <https://www.isuzu.co.ke/loyalty>

19. Program Validity

The Program is currently ongoing with no official end date. However, ISUZU EA may pause, extend, or conclude the Program at any time, with or without prior notice.

20. Force Majeure

ISUZU EA shall not be liable for any delay or failure in performance caused by circumstances beyond its reasonable control, including but not limited to natural disasters, election violence, regulatory actions, protests, strikes, or internet service disruptions.

21. Mobile and Technology Disclaimer

Participation depends on mobile and internet networks. We are not responsible for service interruptions due to poor connectivity or device compatibility.

22. Non-Transferability of Points

Loyalty points are for personal use only and cannot be sold, transferred, or inherited.

23. Reward Delivery Timelines

Airtime is issued instantly after successful banking.

Physical rewards will be delivered within 21 business days and are subject to logistics and stock availability.

24. Personal Data and Privacy

In compliance with the **Kenyan Data Protection Act, 2019**, we commit to:

- Collecting only essential personal data.
- Using your information only for administering the Program.
- Keeping your data secure and confidential.
- Allowing you to access, correct, or request deletion by contacting info.kenya@isuzu.co.ke.

26. Additional Provisions

- **Single Membership Rule:** Each participant is only allowed to register one account. Any duplicate or multiple accounts may be cancelled without notice.
 - **Participation Discretion:** ISUZU EA reserves the right to approve or reject any registration or participation request at its sole discretion, without the obligation to provide reasons.
 - **Retroactive Claims:** Coupon codes must be submitted promptly. Late or retrospective banking requests may not be honoured and will be subject to review.
 - **Non-Redeemable for Cash:** Loyalty points earned under this Program cannot be exchanged for cash or any cash equivalent under any circumstances.
 - **Member ID Misuse:** If a participant suspects their account or membership ID has been compromised, they are responsible for reporting the matter immediately to ISUZU EA via the official contacts.
 - **Reward Quality Disclaimer:** ISUZU EA shall not be held liable for the condition, defect, or usability of rewards sourced from third-party vendors or merchants.
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- **Tax Advice Advisory:** Participants are advised to seek independent tax advice to determine any tax implications that may arise from rewards issued through the Program.
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25. Contact

- **ISUZU East Africa Headquarters**
KENBEL House, Popo Road, Off Mombasa Road
P.O. Box 30160 - 00200, Nairobi, Kenya
 - **Telephone:** +254 (0) 730 147 000
 - **Toll-Free Call Centre:** 0800 724 724
 - **Email:** info.kenya@isuzu.co.ke
 - **Website:** www.isuzu.co.ke/loyalty
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End of Terms and Conditions
