



Your BRAVIA 3-year guarantee

Dear valued customer

Thank you for purchasing your new BRAVIA TV.

This certificate guarantees your LCD TV for 3 years from the date of purchase.

Please enter your model number:

Products you can trust

We have put your BRAVIA TV through over 10,000 hours of testing, 100 checks plus extremes of temperature to ensure it meets our rigorous standards for quality, reliability and longevity.

Peace of mind

When you buy a BRAVIA LCD TV from Sony you get more than just a TV. You get the promise of a 3-year guarantee, which says a lot about our products and our belief in them. So you don't have to worry about a thing.

In the unlikely event that something does go wrong with your BRAVIA TV, print out this certificate and take it to your local Sony retailer with your receipt. And don't forget you can also get help and support online at www.sony.co.uk or www.sony.ie.

Enjoy your viewing,

Your BRAVIA Team



Terms and Conditions

NEW TELEVISION GUARANTEE OFFER FROM SONY.

This offer is valid on BRAVIA LCD television models first sold from 1st April 2009 in UK and Ireland only. The offer will cover all BRAVIA LCD Televisions from 26" and above. The participating model list includes all 26" and above models from Sony's 2008 and 2009 ranges (see restrictions). This offer is effective on the day of purchase and receipts must be shown as proof of purchase.

List of participating models

26" BRAVIA LCD TELEVISION

KDL26E4000U, KDL26E4020U, KDL26E4030U, KDL26E4050U, KDL26L4000U, KDL26S4000U, KDL26S5500U, KDL26V4000U, KDL26V4500U

32" BRAVIA LCD TELEVISION

KDL32E4000U, KDL32E4020U, KDL32E4030U, KDL32E4050U, KDL32E5500U, KDL32E5510U, KDL32E5520U, KDL32L4000U, KDL32S4000U, KDL32S5500U, KDL32U4000U, KDL32V4000U, KDL32V4200U, KDL32V4210U, KDL32V4500U, KDL32V5500U, KDL32W4000U, KDL32W5500U, KDL32W5710U, KDL32S5600U

37" BRAVIA LCD TELEVISION

KDL37U4000U, KDL37V4000U, KDL37V4500U, KDL37V5500, KDL37S5500U, KDL37W5500U, KDL37W5710U

40" BRAVIA LCD TELEVISION

KDL40E4000U, KDL40E4020U, KDL40E4030U, KDL40E4050U, KDL40E5500U, KDL40E5510U, KDL40E5520U, KDL40EX1BU, KDL40L4000U, KDL40S4000U, KDL40S5500U, KDL40V4000U, KDL40V5500U, KDL40WE5BU, KDL40WE5WU, KDL40W4000U, KDL40W4500U, KDL40W4710AEP, KDL40W5500U, KDL40W5710U, KDL40Z4500U, KDL40ZX1U, KDL40W4720AEP, KDL40W4730AEP, KDL40X3000U, KDL40X3500AEP, KDL40X3500U, KDL40Z5500U

46" BRAVIA LCD TELEVISION

KDL46EX1BU, KDL46V4000U, KDL46V5500U, KDL46WE5WU, KDL46WE5BU, KDL46W4000U, KDL46W4500U, KDL46W4710AEP, KDL46W5500U, KDL46W5710U, KDL46X4500U, KDL46Z4500U, KDL46X3000U, KDL46X3500AEP, KDL46X3500U, KDL46Z5500U

52" BRAVIA LCD TELEVISION

KDL52EX1BU, KDL52V4000U, KDL52V5500U, KDL52W4000U, KDL52W4500U, KDL52W5500U, KDL52Z4500U, KDL52X3500U, KDL52Z5500U

55" BRAVIA LCD TELEVISION

KDL55X4500

YOUR SONY 3-YEAR GUARANTEE

Repair Protection Plan

1 Background

1.1 Definitions

The following words have the meanings given below: 'Product' means any of the products listed at the bottom of this document. 'Repair Protection Plan' means the protection detailed in this document for the Product. 'We', 'Our' or 'Us' means Sony United Kingdom Limited. 'You' means the person who has purchased a Product and holds this Repair Protection Plan.

1.2 All cover periods quoted INCLUDE the manufacturer guarantee period.

1.3 This Repair Protection Plan applies only where the Product is delivered for on-site service within the UK and Ireland.

2. What is protected

2.1 The cost of repairs to the Product, including parts and labour charges following mechanical or electrical breakdown from the date of purchase of the Product until (and including) the expiry date of this Repair Protection Plan, three (3) years after the date of purchase by you.

2.2 We will always, subject to the full Terms, Conditions and exclusions of your Repair Protection Plan, repair the Product unless: a) we cannot obtain the spare parts to repair it; or b) we can replace it for less than the cost of the repair.

2.3 We will only replace the Product if we have agreed to do so before a repair is carried out. If the Product is replaced the unexpired portion of the Repair Protection Plan will apply to the replacement Product.

2.4 If we do not repair the Product we will replace it with equipment of the same or similar specification.

2.5 We will not be responsible for any costs that you may incur while disposing of your original Product.

Terms and Conditions

3. What is not protected

3.1 This Repair Protection Plan does not cover:

- a) periodic maintenance and repair or parts replacement due to wear and tear;
- b) consumables (components that are expected to require periodic replacement during the lifetime of a product such as non-rechargeable batteries, print cartridges, styli, bulbs, etc.);
- c) damage or defects caused by use, operation or treatment of the Product inconsistent with normal personal or domestic use; and
- d) damage or changes to the Product as a result of:
 - i. misuse, including: treatment resulting in physical, cosmetic or surface damage or changes to the Product or damage to liquid crystal displays; failure to install or use the Product for its normal purpose or in accordance with our instructions on installation or use; failure to maintain the Product in accordance with our instructions on proper maintenance; installation or use of the Product in a manner inconsistent with the technical or safety laws or standards in the country where it is installed or used;
 - ii. virus infections or use of the Product with software not provided with the Product or incorrectly installed software;
 - iii. the condition of or defects in systems with which the Product is used or incorporated except other Sony products designed to be used with the Product;
 - iv. use of the Product with accessories, peripheral equipment and other products of a type, condition and standard other than prescribed by us;
 - v. repair or attempted repair by persons who are not Sony or Authorised Service Network members;
 - vi. adjustments or adaptations without our prior written consent, including: upgrading the Product beyond specifications or features described in the instruction manual; or modifications to the Product to conform it to national or local technical or safety standards in countries other than those for which the Product was specifically designed and manufactured;
 - vii. neglect; and
 - viii. accidents, fire, liquids, chemicals, other substances, flooding, vibrations, excessive heat, improper ventilation, power surges, excess or incorrect supply or input voltage, radiation, electrostatic discharges including lighting, other external forces and impacts.

3.2 We reserve the right to refuse to repair and/or replace the Product if you do not have your original proof of purchase for the Product.

4. You're right to change your mind/cancellation You do not need to notify us if you wish to cancel your Repair Protection Plan, as no fee has been paid.

5. Governing law and statutory rights This Repair Protection Plan is governed by English Law. This Repair Protection Plan does not affect your statutory rights nor your consumer rights against the dealer arising from their sales/purchase contract.

6. Rights of third parties This Repair Protection Plan is for the benefit of you and anyone else we have agreed with your consent. No benefits will be given to anyone else. The Contracts (Rights of Third Parties) Act 1999 does not apply to this Repair Protection Plan.

7. Additional information Your Repair Protection Plan is provided and administered by Sony United Kingdom Limited (registered number 2422874) (us). Registered office – The Heights, Brooklands, Weybridge, Surrey KT13 0XW.

8. Data protection

8.1 Important Data Protection Information: your details will be held and used by us, and selected companies acting on our behalf to administer your Repair Protection Plan. We may pass your data to any relevant regulator or dispute resolution provider. We may also use your data for training, testing purposes, and for other marketing purposes. We may disclose your information to our service providers and agents for these purposes. We and the third parties (if applicable) may contact you by mail, telephone or email. If you no longer want your data to be used by third parties or by us for marketing purposes, and you have not already notified us, please write to the Data Protection Officer at: Sony United Kingdom Limited, The Heights, Brooklands, Weybridge, Surrey KT13 0XW.

8.2 To help keep your details accurate we may use information we receive from our partners. You can ask us for a copy of your details (for a small fee) and to correct any inaccuracies. To improve our service we may monitor or record our communications with you.

9. Transferring your plan You can transfer your Repair Protection Plan to a new owner of the Product. Your Repair Protection Plan cannot be transferred to any other equipment.

10. How to make a claim or contact us

a) Call the Customer Service Department: United Kingdom: 0044 (0) 8705 111 999 Republic of Ireland: 00353 (0) 14131771

b) Write to: United Kingdom: Sony Guarantees, Sony United Kingdom Limited, Jays Close, Viables, Basingstoke RG22 4SB. Republic of Ireland: Sony Guarantees, Sony Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24.

c) Email us: Click 'Contact Us' on the relevant support page. On either www.sony.co.uk or www.sony.ie Our Customer Services Department will provide you with full instructions and reasonable assistance for making claims under this Repair Protection Plan.

TERMS AND CONDITIONS



Trade-in offer Terms & Conditions

1. Promotion.
 - 1.1 Receive up to £150 when you trade in your old TV and purchase a new BRAVIA.
2. Participation.
 - 2.1 This promotion is only available on purchases of a new BRAVIA by and from participating stores within the UK.
 - 2.2 All participants must be resident in the EU.
 - 2.3 Employees of Sony United Kingdom Limited ("Sony"), their families, agents and other parties directly involved with this promotion are not eligible to enter.
 - 2.4 All participants are deemed to have agreed to be bound by these full promotional terms and conditions.
 - 2.5 All purchases are subject to Sony's standard terms and conditions of sale.
3. How to participate
 - 3.1 To be eligible for this promotion please:
 - 3.1.1 visit participating stores during the promotion period in clause 3.2
 - 3.1.2 choose a new BRAVIA from the list of eligible models from a participating store during the promotion period in clause 3.2
 - 3.1.3 hand over your old TV to the participating store where you want to buy your new BRAVIA during the promotion period in clause 3.2
 - 3.1.4 fill in a trade in form at the participating store during the promotion period in clause 3.2
 - 3.1.5 purchase your new BRAVIA less the discount set out in clause 4.2.
 - 3.2 Purchases must be made between 21 August 2009 and 18 October 2009 to take advantage of this promotion. Purchases made after 18 October 2009 and/or from non-participating stores and/or of non eligible products will not be eligible under this promotion.
4. Trade In
 - 4.1 Once your trade in form has been received and verified, a discount will be applied to your purchase of your new BRAVIA.
 - 4.2 Discounts depend on the screen size of the BRAVIA you purchase. If you choose a model of 46" or larger, you will receive £150 discount, a model of 40" will receive £100 discount and a model between 26" and 37" will receive £50 discount.
 - 4.3 All old televisions received will be recycled.
 - 4.4 Absolutely no alternative is available and no cash will be issued.
 - 4.5 Trade in forms will be disqualified if incomplete or illegible or if no trade in television is provided. It is the participant's responsibility to ensure that sufficient details are provided.
 - 4.6 This promotion cannot be redeemed in conjunction with any other promotion whatsoever.
 - 4.7 Sony reserves the right to void this promotion at any time and change the terms and conditions without incurring any liability.
 - 4.8 Full details can be obtained by contacting the promoter.
5. The Promoter
 - 5.1 The promoter is Sony United Kingdom Limited of The Heights, Brooklands, Weybridge, Surrey KT13 0XW. Telephone 01932 816000. DO NOT SEND YOUR TRADE IN FORMS TO THIS ADDRESS.
6. Disclaimers
 - 6.1 Sony United Kingdom Limited shall not be liable for any loss, damage or injury of any nature howsoever caused, sustained by any participant under this promotion including but not limited to the delivery of the old television to the participating store. However nothing in these rules shall have the effect of excluding or restricting Sony's liability for personal injury or death caused by proven negligence of Sony.
 - 6.2 Sony United Kingdom Limited shall not be liable for any failure to fulfil this offer where such failure is caused by any supervening circumstances amounting to force majeure. Such circumstances shall include but not be limited to severe weather conditions, fire, flood, war, earthquake, riots, industrial dispute, terrorism, acts of God, supervening legislation, or events which, without the fault of either party, render performance impossible or incapable of satisfactory execution.
7. Jurisdiction
 - 7.1 These terms and conditions are governed by English law and come under the exclusive jurisdiction of the English courts.