



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 unique 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. And don't forget you can also get help and support online at www.sony.co.uk or www.sony.ie.

Enjoy your viewing,

The 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. 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.

3-year guarantee only applies to BRAVIA® LCD TVs purchased before or on 31st December 2009. BRAVIA® LCD TVs purchased after this date will not qualify for this 3-year guarantee.

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

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

46" BRAVIA® LCD TELEVISION

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

52" BRAVIA LCD TELEVISION KDL52EX1BU, KDL52V4000U, KDL52V5500U,
KDL52W4000U, KDL52W4500U, KDL52W5500U, KDL52Z4500U, KDL52X3500U

52" BRAVIA® LCD TELEVISION

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

55" BRAVIA® LCD TELEVISION

KDL55X4500

Terms and Conditions

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.

Terms and Conditions

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.

Terms and Conditions

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.