

CHRYSLER'S CARS 4 CLASSROOMS CONTEST OFFICIAL RULES

Chrysler's Cars 4 Classrooms Contest ("Promotion") begins on November 15, 2017, at 12:00:00 A.M. Eastern Daylight Saving Time and ends on June 30, 2018, at 11:59:59 P.M. local time ("Promotion Period"). The Promotion will be conducted at various test drive events located throughout the United States and through the use of certain online social media platforms. The Promotion is sponsored by FCA USA LLC ("Chrysler" or "Sponsor") and is administered by EventNext, Inc. ("**Co-Sponsor/Administrator**").

A. TEST DRIVE EVENT DONATIONS.

Chrysler will work to team schools (public and private elementary schools, junior high schools and high schools) across the U.S. with local Chrysler dealerships to offer test drive events featuring the Chrysler Pacifica (and Chrysler Pacific Hybrid in California). The test drive events will take place during the Promotion Period at each participating school, which school will be teamed with a local Chrysler dealership (subject to availability) that will conduct the test drive event.

A school seeking to participate in the Promotion must submit the School Enrollment Application to Chrysler. As the availability and geographic suitability of local Chrysler dealerships are limited, Chrysler will attempt (but cannot guarantee) that Chrysler will be able to team each school seeking to participate in the Promotion with a Chrysler dealership. As such, a school's participation in the Promotion is limited by the availability and geographic suitability of local Chrysler dealerships, as determined in Chrysler's sole discretion.

For each qualified test drive taken at a participating school's test drive event, Chrysler will donate \$10 to the school, up to a total donation from Chrysler of \$2,000 per school.

For a test drive to be counted toward a school's eligibility for a donation from Chrysler:

- The test driver must actually drive in a new Chrysler Pacifica (or Chrysler Pacifica Hybrid in California) provided by the Chrysler dealership.
- Each test driver must be 18 years of age or older and present a valid driver's license prior to taking the test drive.
- A representative from the Chrysler Dealership must accompany each test driver on the driver's test drive.
- Each test driver must sign Chrysler's Waiver of Liability before taking the test drive.
- After the test drive, the test driver must complete a survey in its entirety.
- No children that require a safety seat are allowed in any of the test drive vehicles.

Sponsor may be collecting personal data about test drivers, in accordance with Sponsor's privacy policy that is set forth at www.chrysler.com/crossbrand_us/privacy. By participating in the Promotion, test drivers hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

B. SOCIAL MEDIA SHARING DONATIONS.

In addition to Chrysler's test drive donations, participating schools may receive an additional donation from Chrysler (up to \$1,000 per school) and be entered into Chrysler's Grand Prize Sweepstakes if the school's test drive event generates at least one qualified social media photo post to a public account on Facebook.

In such case, Chrysler will donate \$10 to the participating school for each qualified social media post relating to the school's Chrysler Pacifica test drive event, with a maximum donation from Chrysler of \$1,000 per school. Additionally, the school will be entered into Chrysler's Grand Prize Sweepstakes.

For a social media post to be counted toward a school's eligibility for an additional donation from Chrysler and for participation in Chrysler's Grand Prize Sweepstakes, the following criteria must be satisfied:

- The post must be made to a public account on Facebook.
- The post must include a photo from the participating school's test driving event.
- The post must include a custom hashtag tied to the school's name formulated as follows: #[INSERT SCHOOLNAME]Pacifica Contest.
- The post must also "tag" Chrysler by having "@Chrysler" included within the post.
- The post must be shared to a public account on Facebook within seven days of the participating school's test drive event.
- Each post is encouraged to be favorable to Chrysler and the Chrysler Pacifica, and should not disparage either Chrysler or the Chrysler Pacifica.

To be counted toward a school's eligibility for an additional donation from Chrysler and for participation in Chrysler's Grand Prize Sweepstakes, Social media posts also cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain or reference trademarks, or logos (except Chrysler logos), or advertise or promote any brand or product (except Chrysler) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) to the extent the post features or depicts a driver or passenger in any vehicle that is in motion, the post must show the driver and passenger wearing a seatbelt at all times while the vehicle is in motion.

Sponsor may be collecting personal data online about those making social media posts in connection with the Promotion, all in accordance with Sponsor's privacy policy that is set forth at www.chrysler.com/crossbrand_us/privacy. By participating sharing social media posts in connection with the Promotion, each person hereby agree to Sponsor's collection and usage of

their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

C. GRAND PRIZE SWEEPSTAKES.

Each school whose test drive event generates at least one qualified social media photo post to a public account on Facebook will be entered into Chrysler's Grand Prize Sweepstakes.

1. ELIGIBILITY: The Promotion is only open to elementary schools, junior high schools and high schools (both public and private) located within the United States and Washington D.C. An entrant's participation in the Promotion constitutes the entrant's full and unconditional agreement to the terms and conditions set forth in these Official Rules and to the Sponsor's and the Co-Sponsor/Administrator's decisions, which are final and binding in all matters relating to the Promotion. An entrant's winning of a prize is contingent upon fulfilling all requirements set forth in and subject to the terms and conditions contained in these Official Rules.

2. HOW TO PLAY/ENTER: NO PURCHASE IS NECESSARY TO ENTER THE PROMOTION. Those schools participating in the Promotion whose test drive event generates at least one qualified social media photo post to a public account on Facebook will automatically be entered into Chrysler's Grand Prize Sweepstakes for the Promotion.

A primary school located within the United States or Washington D.C. may also enter Chrysler's Grand Prize Sweepstakes for the Promotion by mailing a write-in entry to EventNext, Inc. A school's write-in entry shall be a postcard or a card that is no smaller than 3 ½ x 5 inches and no larger than 4 ¼ x 6 inches, and shall be signed by a duly authorized legal representative of the school. The write-in entry shall include the school's name, mailing address, and phone number, and shall be mailed with proper postage to EventNext, Inc. at 3340 Lapeer Road, Lake Orion, Michigan 48359, attention: Chrysler's Cars 4 Classrooms Contest. All write-in entries must be postmarked by June 30, 2018 and received by July 7, 2018. There is a limit of one (1) write-in entry per school. Each envelope/postcard is considered one (1) entry into Chrysler's Grand Prize Sweepstakes. Multiple entries submitted or completed by anyone other than by a duly authorized legal representative of the school are void. No mechanical reproductions will be accepted. Write-in entries must contain all entry fields outlined above; otherwise, they are void and will not be eligible to win.

3. PRIZES: Chrysler's Grand Prize Sweepstakes for the Promotion will consist of two prizes, one grand prize for the grand prize winner, and one first prize for the runner-up.

The grand prize will consist of a cash prize to the grand prize winning school of \$7,000. The total approximate retail value ("ARV") of the grand prize is \$7,000.00.

The first prize will consist of a cash prize to the first runner-up of \$3,000. The total ARV of the first prize is \$3,000.

4. SELECTION OF WINNERS: On or about July 31, 2018, the grand prize winner and the first prize winner will be selected in a random drawing conducted by the Co-

Sponsor/Administrator from all schools automatically entered into Chrysler's Grand Prize Sweepstakes and those eligible write-in entries from schools received by the Co-Sponsor/Administrator. Odds of winning depend on the number of eligible entries. By entering the sweepstakes, entrants fully and unconditionally agree to be bound by these official rules and the decisions of the sponsor and sweepstakes entities, which will be final and binding in all matters relating to the sweepstakes.

Each prize winner will be notified by e-mail (using the e-mail address provided by them), or using other contact information provided by each of them (if any), in Co-Sponsor/Administrator's discretion, and each prize winner must respond to Co-Sponsor/Administrator's initial notification attempt within 72 hours. The potential winner is subject to verification of eligibility and may, in Co-Sponsor/Administrator's discretion, be required to complete, sign and return to Co-Sponsor/Administrator an affidavit of eligibility/release of liability and, if legally permissible, a publicity release, and any other documentation provided by Co-Sponsor/Administrator in connection with verification of the potential winner's eligibility and confirmation of the releases and grant of rights set forth in these Official Rules (as applicable, "Winner Verification Documents"), within three days of attempted delivery of same. The potential winner may also in Sponsor/Administrator's discretion be required to complete and return to Sponsor/Administrator's an IRS Form W-9 within three days of attempted delivery of same.

5. CONDITIONS: By entering the Promotion, each entrant agrees to abide by and be bound by these Official Rules. If an entrant is deemed ineligible or fails to comply with the terms and conditions of these Official Rules the result will be forfeiture of any prize awarded. No substitution (including the substitution of cash in the place of a prize or any portion of a prize), sale, or transfer of any prize is permitted except as provided in these Official Rules or in the Sponsor's sole discretion. The Sponsor reserves the right to substitute any prize for one of equal or greater value. The Sponsor will not be responsible for any expenses incurred as a result of events not within their control. The Sponsor reserve the right to cancel, suspend, or modify the Promotion, or any part of it, if any factor beyond the Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by the Sponsor in its sole discretion. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant it finds to be tampering with the entry process or the operation of the Promotion, or to be acting in violation of the Official Rules of this Promotion, or to be acting in an unsportsmanlike or disruptive manner, as determined by the Sponsor in its sole discretion. Any attempt by any person to deliberately undermine the operation of the Promotion may be a violation of law and, should such an attempt be made, the Sponsor reserves the right to seek damages from such person to the fullest extent permitted by law. The Sponsor will be the sole arbiter of the conduct of and all matters related to the Promotion and the interpretation of these Official Rules. The Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision.

6. TAXES: Each winner will be responsible for the payment of all applicable federal, state, and local taxes on any prizes won.

7. PUBLICITY: By entering the Promotion, each entrant consents to the use of the entrant's name, likeness, and informational data for advertising and publicity purposes without additional compensation, except where prohibited by law.

8. RELEASE: Each entrant releases and holds harmless the Sponsor and the Co-Sponsor/Administrator, and their respective owners, sponsors, parent companies, subsidiaries, related entities, affiliates, officers, directors, employees, and agents, from any and all claims, demands, losses, and liabilities arising out of this Promotion or the use or misuse of any prize awarded hereunder.

9. NO LIABILITY: Neither the Sponsor nor the Co-Sponsor/Administrator are responsible for (a) any incorrect or inaccurate information, whether caused by entrants, printing errors, or by any of the equipment or programming associated with or utilized in the Promotion; (b) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Promotion; (d) technical or human error which may occur in the administration of the Promotion or the processing of entries; and (e) any injury (including death) or damage to persons or property which may be caused by, directly or indirectly, in whole or in part, by an entrant's participation in the Promotion or an entrant's receipt, use, or misuse of any prize. If, for any reason, an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another opportunity to win an Instant Win Prize. No more than the stated number of prizes will be awarded during the Promotion Period, except in the sole discretion of the Sponsor.

10. WINNERS LIST: For a list of winners, please send a separate, self-addressed, stamped envelope to: "Chrysler's Cars 4 Classrooms" c/o EventNext, Inc., 3340 South Lapeer Road, Lake Orion, Michigan 48359, postmarked by August 31, 2018.

11. SPONSOR: The Sponsor of the Promotion is FCA US LLC whose principal offices are located at 1000 Chrysler Drive, Auburn Hills, MI 48326-2766.

12. CO-SPONSOR/ADMINISTRATOR: The Co-Sponsor/Administrator of the Promotion is EventNext, Inc., whose principal offices are located at 3340 South Lapeer Road, Lake Orion, Michigan 48359.

13. DISPUTE: Except where prohibited by law, each entrant agrees that (a) any disputes, claims, and causes of action arising out of or connected with this Promotion or any prize awarded under the Promotion will be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (b) any claims, judgments, and awards will be limited to out of pocket costs incurred by an entrant associated with his or her entry into the Promotion (but in no event will any party be entitled to attorneys' fees); and (c) under no circumstances will an entrant be permitted to obtain indirect, punitive, incidental, or consequential damages or any other damages other than damages for actual out of pocket expenses. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of an entrant or the Sponsor in connection with this Promotion will be governed by

and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. USE OF DATA: Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at **www.chrysler.com/crossbrand_us/privacy**. By participating in the Promotion, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

NO PURCHASE NECESSARY TO FOR A SCHOOL TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE A SCHOOL'S CHANCES OF WINNING.

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