

CHRYSLER CANADA 2013 SEE IT, WANT IT, WIN IT CONTEST (“CONTEST”)

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW.**

1. CONTEST PERIOD:

Contest begins on January 15, 2013 at 10:00:01 a.m. Eastern Time (ET) and ends on April 30, 2013 at 11:59:59 p.m. ET (the “**Contest Period**”).

2. ELIGIBILITY:

Contest is open to all legal residents of Canada who have reached the age of majority in their province/territory of residence at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled whether related or not) of the Sales and Marketing department of Chrysler Canada Inc. (the “**Sponsor**”), its parent companies, subsidiaries, affiliates, dealers, prize suppliers, advertising/promotion agencies and the Contest judges (collectively, the “**Contest Parties**”).

3. HOW TO ENTER:

THERE ARE THREE (3) WAYS TO ENTER

No purchase necessary:

- 1.) Attend a Canadian Autoshow

You can obtain an entry into the Contest by using a kiosk at the Chrysler, Dodge, Jeep, Ram, Fiat booth displayed at any of the following Autoshow(s) (see below). Fully complete the entry by: (i) entering your full name, complete mailing address (including postal code), valid email address, telephone number; and (ii) agree to the terms and condition of these Official Rules and Regulations (“Entry/Entries”). All eligible Entries received during the Contest Period will be entered into the random prize draw (see Rule 5). The Autoshows may be subject to cancellation or rescheduling and the Sponsor is not liable for the inability of any person to participate in the Contest due to any such cancellation or schedule change.

Event	Location	Dates Available
Montreal International Autoshow	Palais des congrès de Montréal, 201 Viger Avenue West, Montréal, Québec	January 18-27, 2013
Canadian International Autoshow	Metro Toronto Convention Centre, 255 Front Street West, Toronto, Ontario	February 15-24, 2013
Quebec City Autoshow	Centre de Foires de Québec, 250, boulevard Wilfrid-Hamel, ExpoCité, Québec, Quebec	March 5-10, 2013
Calgary International Auto & Truck Show	BMO Centre, Stampede Grounds, 20 Roundup Way SE, Calgary, Alberta	March 13-17 2013
Ottawa Gatineau International Autoshow	Ottawa Convention Centre, 55 Colonel By Drive Ottawa, Ontario	March 21-24, 2013
Vancouver International Autoshow	New Vancouver Convention Centre, 1055 Canada Place, Vancouver, British Columbia	March 26-31, 2013

- 2.) Attend a Ram Tour Event

You can obtain an entry into the Contest by using a kiosk at a Ram booth displayed at any of the following Ram Tour Events (see below). Fully complete the entry by: (i) entering your full name, complete mailing address (including postal code), valid email address, telephone number; and (ii) agree to the terms and condition of these Official Rules and Regulations (“Entry/Entries”). All eligible Entries received during the Contest Period will be entered into the random prize draw (see Rule 5). The Ram Tour Events may be subject to cancellation or rescheduling and the Sponsor is not liable for the inability of any person to participate in the Contest due to any such cancellation or schedule change.

Event	Location	Dates Available
International Snowcross Grand Prix	Rouyn Noranda, QC	January 19-20, 2013
Amsoil Kawartha Cup	Lindsay, ON	January 26-27, 2013
The National Outfitter's Hunting and Fishing Show	Montreal, QC	January 31-February 3, 2013
Toronto Sportsmans Show	Toronto, ON	February 7-10, 2013
Grand Prix Ski-Doo De Valcourt	Valcourt, QC	February 15-17, 2013
BC Boat & Sportsman Show	Abbotsford, BC	March 1-3, 2013
Manitoba RV Show	Winnipeg, MB	March 7-10, 2013
Edmonton Boat & Sportsman Show	Edmonton, AB	March 14-17, 2013
Calgary Outdoor Adventure Show	Calgary, AB	March 23-24, 2013

3.) Attend a Chrysler, Jeep, Dodge, Ram Dealer Event

You can obtain an entry into the Contest by attending a qualifying dealer event at a participating Chrysler, Jeep, Dodge, Ram dealer between January 18 – 31, 2013. Entrants will require a valid PIN Code and a Secret Code for entry into the Contest. PIN Codes are available through the direct mailing or email invitation received and sent by the Sponsor during the Contest Period. PIN Codes and Secret Codes can be obtained at a dealer event at a participating Chrysler, Jeep, Dodge, Ram dealership event between January 18 - 31, 2013. To enter, go to www.seeitwantitwinit.ca (the “**Website**”) and fully complete the entry form, which requires you to: (i) enter your full name, complete mailing address (including postal code) and valid email address, along with your PIN Code and Secret Code (as supplied at your participating dealership); and (ii) agree to the terms and condition of these Official Rules and Regulations (the “**Rules**”). Once you have fully completed the entry form, click the “Submit” button to complete your entry (the “**Entry/Entries**”). To be eligible, your Entry must be received within the Contest Period. All eligible Entries received during the Contest Period will be entered into the random prize draw (see Rule 5).

You can earn additional Entries in the random draw as follows:

(a) Opt-in to the e-Family Program:

When completing your Standard Entry, select to opt-in to receive more information from the Sponsor, including the latest vehicle information and special offers through the e-Family Program (the “**e-Family Entry/Entries**”). You will receive ten (10) additional Entries into the random draw for selecting to opt-in to the e-Family Program. Limit of ten (10) e-Family Entries per person/email address permitted during the Contest Period.

(b) Tell Your Friends:

Upon completing your Standard Entry, follow the onscreen instructions to tell your friends about the Contest to receive three (3) additional entries into the random draw (the “**Tell Your Friends Entries**”). Entrants will receive three (3) Tell Your Friends Entries for the first “Friend” they “Tell” only, during the Contest Period. Limit of three (3) Tell Your Friends Entries per person/email address permitted regardless of how many “Friends” you “Tell”, during the Contest Period.

(c) Test Drive:

Upon completing your Standard Entry follow the onscreen instructions to sign up to take a test-drive and be eligible to receive twenty five (25) additional entries. Entrants who sign up to take a test-drive will receive a thank you confirmation page sent to the email address provided (the “**Confirmation**”). This Confirmation will contain a unique Certificate code (the “**Certificate Code**”) which entrants can print and present during the Contest Period, to a Chrysler, Jeep, Dodge, Ram dealer

representative upon completing a test drive at any participating Chrysler, Jeep, Dodge and Ram dealership during the Contest Period. Entrants who complete a test drive during the Contest Period will receive the Secret Code to be used along with their Certificate Code for entry online, as outlined on the Confirmation, to receive twenty five (25) additional Entries into the Contest (the **"Test Drive Entry/Entries"**). Limit of twenty five (25) Test Drive Entries permitted per person/email during the Contest Period.

There is a limit of one (1) Standard Entry, ten (10) e-Family Entries, three (3) Tell Your Friends Entries and twenty five (25) Test Drive Entries, for up to a total of thirty nine (39) Entries permitted per person/email address during the Contest Period. For greater certainty, you can only use one (1) email address and one name to enter the Contest. If it is discovered that you have attempted to: (i) obtain more than one (1) Standard Entry per person/email address during the Contest Period; (ii) obtain more than thirty nine (39) total Entries per person/email address during the Contest Period; or (iii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your Entries may be voided. Your Entry will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period. Use of any automated system to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification.

4. THE PRIZE AND APPROXIMATE RETAIL VALUE:

There will be one (1) prize available to be won consisting of the winner's choice of one (1) of any 2013 Chrysler, Jeep, Dodge or Ram vehicle or a 2013 Fiat; having a maximum Manufacturer's Suggested Retail Price of up to Forty Thousand Dollars (\$40,000.00 CDN) (the **"Prize"**). The total value of the Prize vehicle may not exceed Forty Thousand Dollars (\$40,000.00 CDN). Winner is responsible for licensing, insurance and registration of vehicle, plus all vehicle maintenance including fuel costs. Winner will be required to provide proof of insurance at time of delivery for the province or territory in which they reside. Prize colour option may be chosen by the Sponsor. Prize must be accepted as awarded with no substitutions. Prize is not transferable or redeemable for cash. The Sponsor reserves the right to substitute a prize or prize component, which is, in its sole opinion, of equal or greater value, in the event that a Prize or prize component becomes unavailable for any reason whatsoever. Chrysler Canada Inc., reserves the right to change, amend or substitute without notice, any or all aspects of the Contest prize. In the event that the selected vehicle is NOT available, for whatever reason, the Contest Sponsor reserves the right to substitute one of equal or greater value from similar Chrysler, Jeep, Dodge, Ram or FIAT vehicle models. Prize will only be awarded to the person whose full name and valid email address appears on the official Contest entry form. Prize will be delivered to the Chrysler, Jeep, Dodge, Ram dealership closest to the winner's place of residence. Winner will be required to take ownership of the vehicle within 12 weeks of arrival at the dealership closest to the winner's place of residence.

5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On May 15, 2013 (the **"Draw Date"**) in Brantford, Ontario at approximately 2:00 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Entries received during the Contest Period. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The Sponsor or its designated representative will make three (3) attempts to contact the selected entrant by telephone or email (using the information provided at the time of entry) within ten (10) business days of the Draw Date. If the selected entrant cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first), or there is a return of any notification as undeliverable; then the selected entrant will be disqualified and the Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries. No communications will be entered into except with selected entrant(s).

Before being declared a winner, the selected entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid, to be administered by telephone; and (b) sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the **"Releasees"**) from any and all liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet. If the selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the Prize and Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries.

6. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Entries. All Entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means or do not conform to or satisfy the conditions set forth in these Contest Rules, may be disqualified by the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants.

The Releasees will not be liable for any failure of the Website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the internet or at any website; or any combination of the above. Further, the Releasees will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

All Entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw or amend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, with the consent of the Régie, reserves the right to cancel or suspend this Contest, or to amend these Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: www.chryslercanada.ca/privacy/en/), unless the entrant otherwise agrees.

7. LANGUAGE DISCREPANCY

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest entry form, French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control.