

## THE FCA CANADA INC. "BLACK FRIDAY INSTANT WIN" CONTEST

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

#### 1. CONTEST PERIOD:

The FCA Canada Inc. "2016 Black Friday Instant Win" Contest (the "**Contest**") begins on November 21, 2016 at 9:00:01 a.m. Eastern Time (ET) and ends on November 26, 2016 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, contractors, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the marketing and sales departments of FCA Canada Inc. (the "**Sponsor**"), its dealerships, advertising/promotion agencies and the Independent Contest Organization, (collectively, the "**Contest Parties**"), and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside). By participating in this Contest, you agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the "**Rules**").

#### 3. HOW TO ENTER:

**Instant Win Entry:** Register online at BLACKFRIDAYGIVEAWAY.CA by entering your email address to receive a PIN code. Take your PIN code to a qualifying 2016 Black Friday Dealer Event at a participating Chrysler, Jeep, Dodge, Ram retailer or FIAT Studio during normal business hours between November 21 to November 26, 2016 (the "**Dealer Event**"). Once at the Dealer Event, the dealer will enter your first name, last name, mailing address, postal code, valid email address and phone number, along with your PIN code, which will reveal a result (the "**Result**") that will be displayed on-screen. The Result is automatically determined by the Sponsor's computer system and is not subject to challenge. If the Result on-screen is a Winning Result (a "**Winning Result**"), then the Sponsor's computer system will automatically indicate on-screen which Instant Win Prize (See Rule 4) the eligible entrant is eligible to win (subject to compliance with these Rules). If the Result is anything other than a Winning Result (a "**Losing Result**") no Instant Win Prize will be awarded. All determinations regarding whether a Result is a Winning Result or a Losing Result will be made by the Sponsor (or, where the Contest Sponsor has delegated accordingly, its designated representatives) in its sole and absolute discretion. All decisions of the Sponsor (or, where the Sponsor has delegated accordingly, its designated representatives) are final and binding (without right of appeal) on all matters relating to this Contest. There is a limit of one (1) Instant Win Entry per person/email address and a limit of two (2) Instant Win Entries per household.

#### 4. THE PRIZES AND APPROXIMATE RETAIL VALUE:

##### INSTANT WIN PRIZES

There are one thousand eight hundred twenty four (1,824) Instant Win Prizes (each, an "**Instant Win Prize**" and collectively, the "**Instant Win Prizes**") available to be won during the Contest Period, each consisting of a discount value to be applied to the purchase or lease price of one new 2016 or 2017 Chrysler, Jeep, Dodge, Ram or FIAT vehicle. Prize availability will be randomly assigned throughout the Contest Period by Sponsor's computer system in relation to each Winning Result.

Prize	Approximate retail value (CAD)	Number available at the start of the Contest Period
\$500 Vehicle Discount	\$500	1300
\$1,000 Vehicle Discount	\$1,000	350
\$2,000 Vehicle Discount	\$2,000	100
\$5,000 Vehicle Discount	\$5,000	60
\$10,000 Vehicle Discount	\$10,000	10
\$25,000 Vehicle Discount	\$25,000	4

Without limiting the generality of the foregoing, the following general conditions apply to each Instant Win Prize: (i) each Instant Win Prize has no cash value; (ii) each Instant Win Prize must be accepted as awarded and is not assignable or convertible to cash (no substitutions except at Sponsor's option); (iii) all costs or expenses related to an Instant Win Prize not expressly stated above as being included in the Instant Win Prize are the sole responsibility of the confirmed winner; (iv)

if a confirmed winner does not utilize any part(s) of an Instant Win Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; (v) Sponsor reserves the right at any time to substitute any Instant Win Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including without limitation, but solely at the Sponsor's sole discretion, a cash award; and (vi) by accepting an Instant Win Prize, each confirmed winner agrees to waive all recourse against the Releasees (defined below) parties if the Instant Win Prize or a component thereof does not prove satisfactory, either in whole or in part; (vii) Instant Win Prize can be transferred to a member of the confirmed winner's household who meets the eligibility requirements of this Contest, at the complete and sole discretion of the Sponsor, and as such, any household member who is offered a transferred Instant Win Prize must agree to these Rules and must complete and return any Contest documents before receiving the transferred Instant Win Prize; (viii) Instant Win Prizes cannot be applied to Dodge Viper or Alfa Romeo vehicles; (ix) the Instant Win Prize discount must be applied towards a purchase or lease which is completed and delivery taken by November 30<sup>th</sup>, 2016, at the sole and absolute discretion of the Sponsor, or the Instant Win Prize will be null and void; and (x) discount will be applied after taxes. Any Instant Win Prizes unawarded at the end of the Contest Period will remain unawarded. An Instant Win Prize may only be redeemed once by the winner.

Odds of winning depend on the number and timing of eligible Instant Win Entries. The quantity and value of prizes available will change throughout the contest period as prizes are won and claimed in accordance with these rules. There is a limit of one (1) Instant Win Prize per person.

## **5. WINNER SELECTION:**

Before being declared a confirmed Instant Win Prize winner, each selected entrant will be required to: (a) supply proof of age and residency by providing a photocopy of one (1) piece of Canadian issued Government photo identification (including date of birth); and (b) complete and submit the Sponsor's declaration and release form (including a skill testing question) included on the Black Friday Instant Win Contest website, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Instant Win 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, his/her participation therein and/or the awarding and use/misuse of the Instant Win Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her 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 or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. If a selected entrant: (a) fails to correctly answer the skill-testing question; (b) fails to complete and submit the Sponsors declaration and release form; and/or (c) cannot accept the Instant Win Prize for any reason; then he/she will be disqualified (and will forfeit all rights to the Instant Win Prize), and that Instant Win Prize will go unawarded.

## **6. GENERAL CONDITIONS:**

All Entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Entries or PIN Codes. All Entries or PIN Codes 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 PIN Codes 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 telephone networks 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 and PIN Codes 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 valid PIN Codes Entries in this Contest will be the Contest server(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: <http://www.fcacanada.ca/privacy/>), 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, website, point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.

## THE FCA CANADA INC. "BLACK FRIDAY VEHICLE GIVEAWAY" CONTEST

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

#### 1. CONTEST PERIOD:

The FCA Canada Inc. "Black Friday Vehicle Giveaway" Contest (the "**Contest**") begins on November 21, 2016 at 9:00:01 a.m. Eastern Time (**ET**) and ends on November 26, 2016 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, contractors, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the marketing and sales departments of FCA Canada Inc. (the "**Sponsor**"), its dealerships, advertising/promotion agencies and the Independent Contest Organization, (collectively, the "**Contest Parties**"), and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside). By participating in this Contest, you agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the "**Rules**").

#### 3. HOW TO ENTER:

##### VEHICLE GIVEAWAY ENTRY:

No Purchase Required. There are three (3) ways to enter:

- i) **Dealer Event Entry:** Entrants who have completed an entry into the Black Friday Instant Win Contest<sup>1</sup> will automatically receive two (2) Entries into the Vehicle Giveaway Contest ("**Dealer Event Entry**").
- ii) **Purchase Entry:** Entrants who purchase or lease any new 2016/2017 Chrysler, Jeep, Dodge, Ram or FIAT vehicle (excluding Dodge Viper or Alfa Romeo models) at any participating Chrysler, Dodge, Jeep, Ram retailer or FIAT Studio during the Dealer Event (November 21 - November 26, 2016), will automatically receive two (2) Entries into the Vehicle Giveaway Contest ("**Purchase Entry**"). Sales are retail only. Fleet purchases/leases are not eligible.
- iii) **Mail In Entry:**

To obtain two (2) Sweepstake Entries into the Contest, print by hand your full name, complete mailing address (including postal code), valid email address, and telephone number on a plain piece of paper and mail it, in a, sealed, postage pre-paid envelope along with a fifty (50) word or more unique and original essay (the "Essay") on "why I love to drive a FCA vehicle" to: Black Friday Vehicle Giveaway Contest, P.O. Box 4099, Paris, Ontario, N3L 3W9 (the "Mail Request"). Upon receipt of a Mail Request in accordance with these Rules, the entrant will receive two (2) Entries in the Black Friday Vehicle Giveaway Contest. To be eligible, any Mail Request submitted must: (i) be received in an envelope bearing sufficient postage (i.e. mass mail-in Mail Requests in the same envelope will be void); and (ii) be received by December 2nd, 2016, in order for the Mail Request to be eligible. The Contest Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Mail Requests. No mechanically reproduced Mail Requests or facsimiles will be permitted ((A) and (B) collectively referred to as a "Mail-In-Entry")

**There is a limit of two (2) Vehicle Giveaway Entries, regardless of method of Entry.** Entrants are permitted to obtain entry into the Contest in one (1) of the following ways: a Purchase Entry, Mail-In-Entry or Dealer Event Entry. For greater certainty, you can only use one (1) email address and one (1) name to enter the Contest. If it is discovered that you have attempted to: (i) obtain more than two (2) Entries per person/email address during the Contest Period, regardless of Entry method, or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you will be disqualified from the Contest and all of your Entries may be voided. Your Entries will automatically be rejected if the entry form or Mail Request is not fully completed and submitted in accordance with these Rules. Use of any automated system to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. The prize available to be won will be determined by the winning method of Vehicle Giveaway Entry. Purchase Entries, Black Friday Instant Win Contest Entries<sup>1</sup>, and Mail-In-Entries are referred to herein as an "**Entry**" or collectively, "**Entries**".

#### 4. THE PRIZE AND APPROXIMATE RETAIL VALUE:

There is one (1) Prize available to be won, as follows:

If the winner's entry was a Mail In Entry, or a Black Friday Instant Win Contest Entry<sup>1</sup> that did not result in a purchase, the prize will consist of one (1) new 2016/2017 Chrysler, Jeep, Dodge, Ram or FIAT vehicle (excluding Dodge Viper or Alfa Romeo models) as selected by the winner having a maximum MSRP of Forty Thousand Dollars (\$40,000.00 CDN), exclusive of any eligible incentives or rebates (the "**Vehicle Giveaway Prize**"). The maximum MSRP (including optional equipment, paint colour option, destination, air tax and tire tax) of the Vehicle Giveaway Prize vehicle may not exceed Forty Thousand Dollars (\$40,000.00 CDN). The winner is responsible for all costs in excess of Forty Thousand Dollars (\$40,000.00 CDN) including but not limited to: provincial and federal sales taxes, licensing, insurance and registration of vehicle, plus all vehicle maintenance including fuel costs. The winner will be required to provide proof of insurance and valid driver's license at time of delivery for the province or territory in which they reside. The Vehicle Giveaway Prize must be accepted as awarded with no substitutions except by the Sponsor in its sole discretion. The Vehicle Giveaway Prize is not eligible for any applicable incentives or rebates otherwise offered and is not transferable or redeemable for cash.

OR

If the winner's entry was a Purchase Entry, the prize will consist of the reimbursement of the selected entrant's vehicle purchase/lease price including optional equipment, paint colour option, destination and all applicable taxes, for up to a maximum of Forty Thousand Dollars (\$40,000.00 CDN) (the "**Purchase Entry Prize**"). Purchase Entry Prize vehicle to be reimbursed must have been a new in-stock 2016 or 2017 Chrysler, Dodge, Jeep, Ram or FIAT model purchased/leased during the Contest Period and delivered during the Contest Period and cannot be a Dodge Viper or an Alfa Romeo model. IMPORTANT NOTE: The actual retail value of the Purchase Entry Prize will depend on the value of the eligible vehicle that was purchased/leased and associated with the Purchase Entry (all as determined in accordance with the Sponsor's official records). Please note that ONLY the amount paid by the winner for the vehicle, up to \$40,000, will be reimbursed, and no discounted or Black Friday Instant Win Contest<sup>1</sup> prize amounts will be reimbursed. The Purchase Entry Prize must be accepted as awarded (except as may be specifically permitted by Sponsor in its sole and absolute discretion) and is not transferable.

The Vehicle Giveaway and Purchase Entry Prize are collectively referred to herein as the Prize (the "**Prize**").

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. Sponsor reserves the right with the consent of the Regie in Quebec to change, amend or substitute without notice, any or all aspects of the Contest prizing. 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 (excluding Dodge Viper or Alfa Romeo models). Prize will only be awarded to the person whose full name and valid email address appear on the official Contest entry form or purchase/lease agreement (as applicable). Where applicable, the Prize will be delivered to the Chrysler, Jeep, Dodge, Ram dealership or FIAT Studio closest to the winner's place of residence. Winner (if Black Friday Instant Win Contest Entry<sup>1</sup> or Mail In Entry winner) will be required to take ownership of the vehicle within four (4) weeks of the vehicle's arrival at the dealership closest to the winner's place of residence.

Limit: there is a limit of one (1) Prize per person.

#### 5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On Monday December 5, 2016 (the "**Draw Date**") in Brantford, ON at approximately 2:00 p.m. ET, one (1) eligible entrant will be selected for the Prize by random draw from among all eligible Prize Entries received in accordance with these Rules during the Contest Period. The odds of winning depend on the number of eligible Prize Entries received during the Contest Period in accordance with these Rules.

The Sponsor or its designated representative will make five (5) 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 any selected entrant cannot be contacted within five (5) attempts or ten (10) business days of the Draw Date (whichever occurs first), or there is a return of any notification as undeliverable; then that 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.

Before being declared a confirmed Prize winner, the selected entrant will be required to: (a) correctly answer a mathematical skill-testing question administered by phone, without mechanical or other aid; (b) supply proof of age and residency by providing a photocopy of one (1) piece of Canadian issued Government photo identification (including date of birth); and (c) 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, his/her 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 his/her 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 or on behalf of 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; (b) fails to return the properly executed Contest documents within the specified time; and/or (c) cannot accept the Prize for any reason; then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Vehicle Giveaway Entries received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such new selected entrant).

## **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 telephone networks 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 valid Entries in this Contest will be the Contest server(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: <http://www.fcacanada.ca/privacy/>), 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, website, point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.

<sup>1</sup>for details, see the 2016 Black Friday Dealer Event Instant Win Contest Rules, available at [BLACKFRIDAYGIVEAWAY.CA](http://BLACKFRIDAYGIVEAWAY.CA)