

**THE FCA CANADA “2016 APRIL DEALER EVENT (THE POWER OF ZERO SALES EVENT)” CONTEST
THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW**

1. CONTEST PERIOD:

The FCA Canada “2016 April Dealer Event (The Power of Zero Sales Event)” Contest (the “**Contest**”) - begins on April 15, 2016 at 12:00:01 a.m. Eastern Time (**ET**) and ends on May 5, 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:

THERE ARE THREE (3) WAYS TO ENTER

1) No purchase necessary. Attend a 2016 April Dealer Event (“Dealer Event”)

You can obtain four (4) ballots into the Contest for the chance to win a 2015/2016 Chrysler, Dodge, Jeep®, Ram or FIAT® vehicle, with a maximum MSRP of Forty Thousand Dollars (\$40,000.00 CDN) (exclusive of any rebates or incentives) by attending a qualifying 2016 April Dealer Event at a participating Chrysler, Dodge, Jeep, Ram retailer or FIAT Studio from April 15 to May 2, 2016 (the “**Dealer Event**”). Entrants will require a valid PIN Code and a Secret Code for entry into the Contest. PIN Codes are provided to entrant upon submitting a RSVP following receipt of an email invitation sent by the Sponsor in relation to the Dealer Event or can be obtained at www.fcacanada.ca/eventrsvp. Secret Codes are obtained at a qualifying Dealer Event at a participating Chrysler, Dodge, Jeep, Ram retailer or FIAT Studio. To enter, go to <http://fcacanada.ca/win> (the “**Website**”) and fully complete the entry form, which requires you to: (i) enter your first name, last name, postal code, valid email address and phone number, along with your PIN Code and Secret Code (as supplied at your participating retailer/Studio); and (ii) agree to the terms and conditions 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 “**Dealer Event Entry**”). To be eligible, your Dealer Event Entry must be received within the Contest Period. All eligible Dealer Event Entries received during the Contest Period will be entered into the random prize draw (see section 5).

Entrants, who obtain a Dealer Event Entry as described above, can also earn an additional ballot in the random draw as follows:

(a) Opt-in to receive more information from the Sponsor:

When completing your Dealer Event Entry, select to opt-in to receive more information from the Sponsor, including the latest vehicle information and special offers via email or other means. You will receive one (1) ballot into the random draw for selecting to opt-in to receive more information from the Sponsor (the "**Opt-in Entry**"). Limit of one (1) Opt-in Entry is permitted per person/email address during the Contest Period.

Dealer Event Entry and Opt-in Entry are collectively referred to herein as the "**Event Entries**".

2) Mail-In Entry

To obtain five (5) ballots into the Contest for the chance to win a 2015/2016 Chrysler, Dodge, Jeep®, Ram or FIAT® vehicle, with a maximum MSRP of Forty Thousand Dollars (\$40,000.00 CDN) (exclusive of any rebates or incentives), print by hand your full name, complete mailing address (including postal code), daytime telephone number (including area code), valid email address (optional), on a plain piece of paper and mail along with a minimum 50-word essay describing your favourite vehicle (the "**Mail-In Entry**") to: "2016 April Dealer Event Contest", The Marco Corporation, PO Box 4099, Paris, ON N3L 4B1. Mail-in Entries must be postmarked between April 15, 2016 and May 5, 2016 and received by May 10, 2016 to be eligible for the draw.

3) Purchase Entry

Entrants who purchase or lease any new 2015/2016 Chrysler, Dodge, Jeep, Ram or FIAT vehicle (excluding Viper or Alfa Romeo models) at any participating Chrysler, Dodge, Jeep, Ram retailer or FIAT Studio during the Dealer Event Period (April 15 – May 2, 2016) and take delivery during the Contest Period, will automatically receive five (5) ballots into the Contest for the chance to win.

Entrants are permitted to obtain entry into the Contest in one of the following ways: a Purchase Entry, Mail-In Entry or a Dealer Event Entry. The maximum number of allowable ballots per person/email address is five (5) consisting of either: one (1) Purchase Entry; one (1) Mail-In Entry; or the combination of one (1) Dealer Event Entry and one (1) Opt-in Entry. If it is discovered that an entrant has obtained more than five (5) ballots by way of any combination of a Purchase Entry, Mail-In Entry and/or Event Entries, then (in the sole discretion of the Sponsor), all of his/her entries will be disqualified.

Purchase Entry, Mail-In Entry and Dealer Event Entry are collectively referred to herein as an "**Entry**" or "**Entries**".

There is a maximum of five (5) ballots permitted per person/email address during the Contest Period, which will be awarded upon completion of your i) one (1) Dealer Event Entry worth four (4) ballots and one (1) Opt-in Entry worth one (1) ballot or ii) one (1) Mail-In Entry worth five (5) ballots. 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 five (5) ballots per person/email address during the Contest Period 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 Entry will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period or the Mail-In Entry does not contain the required information. 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:

If the winner's entry was a Dealer Event Entry or Mail-In Entry, the prize will consist of one (1) new 2015/2016 Chrysler, Dodge, Jeep, Ram or FIAT vehicle 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 "**Dealer Event Prize**"). The maximum MSRP (including optional equipment, paint colour option, destination, air tax and tire tax) of the Dealer Event 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. 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. Dealer Event Prize must be accepted as awarded with no substitutions except by the Sponsor in its sole discretion. Dealer Event Prize is not eligible for any applicable incentives or rebates otherwise offered and is not transferable or redeemable for cash.

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 be a new 2015/2016 Chrysler, Dodge, Jeep, Ram or FIAT model purchased/leased between April 15 to May 2, 2016 and delivered during the Contest Period. Dodge Viper and Alfa Romeo models are not eligible. **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). 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 Dealer Event Prize 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 Régie 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, Dodge, Jeep, Ram or FIAT vehicle 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, Dodge, Jeep, Ram dealership or FIAT Studio closest to the winner's place of residence. Winner (if Dealer Event 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.

5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On Tuesday, May 24, 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 Entries received in accordance with these Rules during the Contest Period. The odds of winning depend on the number of eligible Entries received in accordance with these Rules during the Contest Period.

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 the 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 the 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 Entries received in accordance with these Rules during the Contest Period (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 period; 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 Dealer Event Entries in this Contest will be the Contest server(s). The sole determinant of the time for the purposes of valid Mail-In Entries in this Contest will be The Marco Corporation.

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.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.