

2012 DODGE DART CONTEST ("CONTEST")

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

1. CONTEST PERIOD:

Contest begins on Saturday, May 19, 2012 at 12:00:00 a.m. Eastern Time (ET) and ends on Monday, October 15, 2012 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 marketing and sales 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:

No purchase necessary. To enter the contest entrants must go to www.dodge.ca/win_dart (the "**Website**"), and fully complete the entry form, which requires you to: (i) enter your full name, complete mailing address (including postal code), valid email address, and telephone number; 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**"). 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).

There is a limit of one (1) Entry per person/email address permitted 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) Entry 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 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 any new 2013 Dodge Dart vehicle having a maximum Manufacturers Suggested Retail Price of Twenty Three Thousand Dollars (\$23,000.00 CDN) (the "**Prize**"). The total value of the Prize vehicle may not exceed Twenty Three Thousand Dollars (\$23,000.00 CDN) (the "**Prize**"). Winner is responsible for licensing, insurance and registration of vehicle, plus all vehicle maintenance including fuel costs. Winner must possess a valid driver's license and will be required to provide proof of insurance at time of delivery for the province or territory in which they reside. Prize colour option will 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 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 vehicle models. Prize will be delivered to the Chrysler Jeep Dodge Ram dealership closest to the winner's place of residence.

Prize will only be awarded to the person whose full name and valid email address appears on the official Contest entry form.

5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On October 24, 2012 (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 each 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 a 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 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 winner, the selected entrant will be required to: (i) correctly answer, unaided, a time-limited, mathematical, skill testing question to be administered by phone at a mutually convenient time; 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 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 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, point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.

MINI RULES

The Contest Period starts at 12:00 a.m. ET May 19, 2012 and ends at 11:59 p.m. ET October 15, 2012. The contest is open to all legal residents of Canada, who have reached the age of majority for the province or territory in which they reside. To enter you must go to www.dodge.ca/win_dart during the Contest Period. There is one (1) prize available to be won consisting of any new 2013 Dodge Dart vehicle with a maximum value of \$23,000 CDN. Odds of winning depend on the number of eligible entries received. Skill-testing question required. For complete rules and regulations visit www.dodge.ca/win_dart.