

## THE FCA CANADA INC. "NO STRESS HOLIDAY SHOPPING EVENT \$10,000 A DAY GIVEAWAY" CONTEST

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

#### 1. CONTEST PERIOD:

The FCA Canada Inc. "No Stress Holiday Shopping Event \$10,000 a Day Giveaway" Contest (the "**Contest**") begins on December 11, 2017 at 9:00:01 a.m. Eastern Time (**ET**) and ends on January 2, 2018 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:

No Purchase Required. There are two (2) ways to enter:

##### i) Dealer Event Entry

Register online at [nostressgiveaway.ca](http://nostressgiveaway.ca) by entering your email address to receive a PIN code. Take your PIN code to a qualifying No Stress Holiday Shopping Event at a participating Chrysler, Jeep, Dodge, Ram retailer or FIAT Studio during normal business hours between December 11, 2017 to January 2, 2018 (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. Entrants who have completed an entry into the No Stress Holiday Shopping Event \$10,000 a Day Giveaway will automatically receive two (2) Ballots into the No Stress Holiday Shopping Event \$10,000 a Day Giveaway ("**Dealer Event Entry**").

##### 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.

After the first Dealer Event Entry and Opt-In Entry, you will automatically receive three (3) Ballots on each subsequent day when you attend a No Stress Holiday Shopping Event during the Contest Period and complete a contest entry form with the same PIN code and email address. Limit of three (3) Ballots per day.

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

##### ii) Mail-In-Entry:

To obtain three (3) Ballots 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 would love to drive a FCA vehicle" to: No Stress Holiday Shopping Event \$10,000 a Day 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 three (3) Ballots in the No Stress Holiday Shopping Event \$10,000 a Day Giveaway Contest on the day it is received or the first day of the contest whichever occurs first. 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). 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.

**There is a limit of three (3) No Stress Holiday Shopping Event \$10,000 a Day Giveaway Ballots per person per day, regardless of method of Entry.** Entrants are permitted to obtain entry into the Contest in one (1) of the following ways: Dealer Event Entry or Mail-In-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 three (3) Ballots per day during the Contest Period, regardless of Entry method, or (ii) use more than one (1) name and/or 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 Ballots may be voided. Your Ballots 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. Event Ballots and Mail-In-Entry Ballots are referred to herein as an **"Entry"** or collectively, **"Ballots"**.

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

##### **DAILY PRIZE DRAW**

There are eighteen (18) Prizes available to be won during the Contest Period, each consisting of a voucher to be applied to the purchase or lease price of one (1) new 2017 or 2018 Chrysler, Jeep, Dodge, Ram or FIAT vehicle (excluding Dodge Viper or Alfa Romeo models). Entrants who purchase or lease any new 2017 or 2018 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 Contest Period and take delivery during the Contest Period are eligible (in the discretion of the Sponsor) to receive: (i) in the case of lease/finance agreements: a credit of up to \$10,000 to be applied against their lease/finance agreement in place of the \$10,000 Voucher; or (ii) in the case of cash purchases: a refund of up to \$10,000 in place of the \$10,000 Voucher.

Each prize will consist of one (1) Ten Thousand Dollar (\$10,000) voucher for the purchase or lease of a new 2017/2018 Chrysler, Dodge, Jeep, Ram or FIAT vehicle (excluding Dodge Viper or Alfa Romeo models). Maximum retail value of the Prize is Ten Thousand Dollars (\$10,000) and applies to the selected vehicle's after-tax price, including the deduction of any applicable incentives, discounts or rebates (the "Dealer Event Prize"). The voucher is eligible to be applied to the price of optional factory equipment, paint colour option, destination, and all applicable taxes. Winner is responsible to pay all costs in excess of \$10,000 and is responsible to pay in any event the licensing, registration, insurance, dealer fees and all vehicle maintenance costs including fuel. 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. Prize must be accepted as awarded with no substitutions except by the Sponsor in its sole discretion. Prize is not or redeemable for cash. Prize is transferable within household.

No purchase necessary.

There will be eighteen (18) Prize Drawings during the Contest Period. Contest Days are defined as shown below:

Prize 1 - December 11, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 2 - December 12, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 3 - December 13, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 4 - December 14, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 5 - December 15, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 6 - December 16, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 7 - December 17, 2017 9:00 a.m. EST– December 18, 2017 11:59:59 p.m. EST  
 Prize 8 - December 19, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 9 - December 20, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 10 - December 21, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 11 - December 22, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 12 - December 23, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 13 - December 24, 2017 9:00 a.m. EST – December 26, 2017 11:59:59 p.m. EST  
 Prize 14 - December 27, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 15 - December 28, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 16 - December 29, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 17 - December 30, 2017 9:00 a.m. EST – 11:59:59 p.m. EST  
 Prize 18 - December 31, 2017 9:00 a.m. EST – January 2, 2018 11:59:59 p.m. EST

A daily draw will be held from among all Ballots received during each day (as defined above) of the Contest Period. Non-winning Ballots will not be rolled over into subsequent daily draws.

All eligible participants will have a maximum of three (3) ballots in the draw, applicable daily.

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. Prize will only be awarded to the person whose full name and valid email address appear on the official Contest entry form. Confirmed winners will be required to redeem their \$10,000 Voucher at a participating dealership no later than January 31, 2018.

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

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

The Ballots for each Daily Draw will be collected from among all eligible Ballots received on the applicable day(s) and a draw will be held in Brantford, ON at approximately 8:30 am EST on the next business day excluding December 18, 24, 25, 26 & 31 2017 and January 1, 2018. The odds of winning depend on the number of eligible Prize Ballots received each day during the Contest Period in accordance with these Rules.

The Sponsor or its designated representative will make two (2) attempts to contact the selected entrant by telephone or email (using the information provided at the time of entry) within five (5) hours of the Draw Time. If any selected entrant cannot be contacted within two (2) attempts or eight (8) hours 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 Ballots.

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 five (5) hours 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 the following day by 8:00AM EST; 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 No Stress Holiday Shopping Event \$10,000 a Day Giveaway Ballots 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 Ballots become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Ballots. All Ballots 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 Ballots 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 Ballots 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 Ballots 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.