

THE FCA CANADA "RAM DRIVE DAYS" CONTEST

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

1. CONTEST PERIOD:

The FCA Canada "Ram Drive Days" Contest (the "**Contest**") begins on June 1, 2018 at 12:00:01 a.m. Eastern Standard Time (**EST**) and ends on July 3, 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 NECESSARY. THERE ARE THREE (3) WAYS TO ENTER

1) Attend and Test Drive a vehicle at a Ram Drive Days Event ("**Dealer Event**")

Register for a Test Drive online at ramtruck.ca, ramdrivedays.ca or drivedays.ca by entering your email address to receive a Test Drive code. Take your Test Drive code to a qualifying Ram Drive Days Event at a participating Chrysler, Dodge, Jeep or Ram retailer during normal business hours June 1 through July 3, 2018 (the "**Dealer Event**"). Once you have completed your test drive 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 Test Drive Registration code. Entrants who have completed an entry into Ram Drive Days Contest will automatically receive three (3) Ballots ("**Dealer Event Entry**"). Limit of one (1) Dealer Event Entry is permitted per person/email address during the Contest Period.

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.

(b) Comment on Facebook "**Social Entry**":

Upon completion of your Dealer Event Entry, you will receive a Thank You Email, which will have a link to comment on the Ram Canada Facebook Page. If you click the link, you will receive one (1) ballot into the random draw (the "**Social Entry**"). Limit of one (1) Social Entry permitted per person/email address during the Contest Period.

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

2) Mail-In Entry

To obtain five (5) ballots into the Contest, 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 Ram vehicle (the "**Mail-In Entry**") to: "Ram Drive Days Contest", The Marco Corporation, PO Box 4099, Paris, ON N3L 4B1. Mail-in Entries must be postmarked between June 1 – July 3, 2018 and received by July 5, 2018 to be eligible for the draw.

3) Purchase Entry

Entrants who purchase or lease and take delivery of any new 2018 or 2019 Ram 1500 vehicle at any participating Chrysler, Dodge, Jeep, Ram retailer during the Dealer Event Period (June 1 – July 3, 2018) will automatically receive five (5) ballots into the Contest.

Entrants are permitted to obtain entry into the Contest in one of the following ways: a Purchase Entry, a Mail-In Entry or an 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, one (1) Opt-in Entry and one (1) Social 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 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 three (3) ballots, one (1) Opt-in Entry worth one (1) ballot and one (1) Social Entry worth one (1) ballot or ii) one (1) Mail-In Entry worth five (5) ballots or one Purchase Entry worth (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:

There will be one (1) prize available to be won as follows:

The Ultimate Tech Package Prize may consist of the following and will be worth up to nine thousand (\$9,000 CDN): Laptop, Tablet, Cellular Phone, Smart Watch, Digital Media Player and Television

Confirmed winner will be required to order a package no later than August 31, 2018. The confirmed winner will not be awarded the cash equivalent of the difference under any circumstances.

5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On Friday, July 6, 2018 (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 three (3) attempts to contact the selected entrant by telephone or email (using the information provided at the time of entry) within two (2) business days of the Draw Date. If the selected entrant cannot be contacted within three (3) attempts or two (2) 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 three (3) business days of notification the Sponsor’s declaration and release form for the winner, 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, employees, 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 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: 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.