

## THE CHRYSLER CANADA "JEEP CHEROKEE LIFE IS CALLING" CONTEST

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

#### 1. CONTEST PERIOD:

The Chrysler Canada "Jeep Cherokee Life is Calling" Contest (the "**Contest**") begins on March 5, 2014 at 12:00:00 a.m. Eastern Time ("**ET**") and ends on June 5, 2014 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 Chrysler 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) are not eligible to participate. 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.**

##### **Contest Entry (worth 20 (twenty) ballots)**

You can obtain twenty (20) ballots into the Contest for the chance to win a 2014 Jeep Cherokee North 4x2, with a MSRP of approximately twenty-eight thousand four hundred and eighty five dollars (\$28,485.00 CDN). To enter, go to [www.jeep.ca/lifeiscalling](http://www.jeep.ca/lifeiscalling) (the "**Website**") and fully complete the entry form, which requires you to: (i) enter your first name, last name, mailing address, postal code, phone number and valid email address; 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 "**Contest Entry**"). Once you have registered for the contest, a notification that an account has been created will be sent to the email provided. 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).

Entrants who completed the form as described above can also earn additional ballots in the contest as follows:

##### **(a) Opt-in to receive more information (worth two (2) ballots)**

Once you complete and submit the Life is Calling Contest Entry Form, you will then be presented with the option to opt-in to receive more information from the Sponsor, including the latest vehicle information and special offers via email or other means (the "**Opt-in Entry**"). You will receive two (2) ballots into the random draw for selecting to opt-in to receive more information from the Sponsor. Limit of one (1) Opt-in Entry permitted per person/email address during the Contest Period.

**(b) Trivia Questions (worth up to ten (10) ballots)**

Beginning March 5, 2014 a new Jeep Cherokee Trivia question will be added on the [www.jeep.ca/lifeiscalling](http://www.jeep.ca/lifeiscalling) website every week for the first ten (10) weeks of the Contest Period. A total of ten (10) trivia questions will be released throughout the Contest Period. For each trivia question answered correctly, you will receive one (1) ballot (the “**Trivia Entry**”). You must be logged into your account to be awarded Trivia Entry ballots.

**(c) Videos (worth up to eight (8) ballots)**

Beginning March 5, 2014 a new Jeep Cherokee video will be added on the [www.jeep.ca/lifeiscalling](http://www.jeep.ca/lifeiscalling) website, “Watch Videos” tab, throughout the Contest Period. A total of eight (8) videos will be released throughout the Contest Period. For each video played, you will receive one (1) ballot (the “**Video Entry**”). You must be logged into your account to be awarded Video Entry ballots.

**Ballot Summary**

The maximum number of allowable ballots per person/email is forty (40) consisting of:

- One (1) Contest Entry worth twenty (20) ballots
- One (1) Opt-in Entry worth two (2) ballots
- Up to ten (10) Trivia Entries worth one (1) ballot each for a maximum of ten (10) ballots
- Up to eight (8) Video Entries worth one (1) ballot each for a maximum of eight (8) ballots

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

The prize will consist of one (1) new 2014 Jeep Cherokee North 4x2 with a Manufacturer’s Suggested Retail Price of approximately twenty-eight thousand four hundred and eighty five dollars (\$28,485.00 CDN) (the “Life is Calling Contest Prize”). The winner is responsible for all costs including but not limited to: licensing, insurance and registration of vehicle, plus all vehicle maintenance including fuel costs. Winner will be required to provide proof of insurance at time of delivery for the province or territory in which they reside. Life is Calling Contest Prize must be accepted as awarded with no substitutions, except in Sponsor’s sole discretion. Life is Calling Contest Prize is not transferable or redeemable for cash. The Prize will be delivered to the Chrysler, Jeep, Dodge, Ram retailer closest to the winner’s place of residence. Winner will be required to take ownership of the vehicle within four (4) weeks of the vehicle’s arrival at the dealership closest to his/her place of residence.

The Sponsor reserves the right to substitute a prize in its sole opinion, of equal or greater value, in the event that the Prize 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. Prize will only be awarded to the person whose full name and valid email address appears on the official Contest entry form. The Prize will be delivered to the Chrysler, Jeep, Dodge, Ram retailer closest to the winner’s place of residence. 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 June 16, 2014 (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 a maximum of five (5) attempts to contact the selected Prize entrant by telephone or email (using the information provided on the Entry Form) within ten (10) business days of the Prize Draw Date. If the selected Prize entrant cannot be contacted within ten (10) business days of the Prize Draw Date, or if there is a return of any notification as undeliverable; 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 Prize 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 Prize entrant).

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. 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: (i) any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment or software; (ii) the failure of any entry to be received for any reason including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iii) any injury or damage to an entrant’s or any other person’s computer or other device related to or resulting from downloading any material in the Contest; and/or (iv) any combination of the above.

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 to the approval of the Régie in Quebec and without prior notice, to adjust any of the dates and/or time frames stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

The Sponsor reserves the right, in its sole and absolute discretion but subject to the approval of the Régie des alcools des courses et des jeux du Québec, to withdraw, amend or suspend 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 in any way (as determined by Sponsor in its sole and absolute discretion) 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 reserves the right, in its sole and absolute discretion, subject to the approval of the Régie des alcools des courses et des jeux du Québec to cancel, amend 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, or for any other reason.

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, creating the contest account and in accordance with Sponsor's privacy policy (available at: [www.chryslercanada.ca/privacy/en/privacy.php](http://www.chryslercanada.ca/privacy/en/privacy.php)), unless the entrant otherwise agrees.

For residents of Quebec, any litigation respecting the conduct or administration of a publicity contest may be submitted to the Régie des alcools des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie des alcools des courses et des jeux du Québec only for the purpose of helping the parties reach a settlement.

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 Entry Form, Website, and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.