

**METRO DETROIT CHEVROLET DEALERS
LOCAL MARKETING ASSOCIATION**

PROMOTION: Full Throttle Hot Lap Giveaway

DATES: Entries will be accepted from Wednesday, May 8th – Friday, May 24th, 2019.

HOW TO ENTER: No purchase necessary to register. You must be at least 21 years old to enter and able to provide valid photo identification upon winning. Register at your participating Metro Detroit Chevy Dealership of choice on its kiosk.

Or you can mail a postcard to Metro Detroit Chevy Dealer Full Throttle Hot Lap Giveaway to Strive Creative at 23510 Woodward, Ferndale, MI 48220. All entries must be received by Friday, May 24th, 2019.

WINNER SELECTION: Winner will be selected by random drawing of all kiosk entries from participating Metro Detroit Chevy Dealerships, online, and mail-in entries. The LMA will notify each winner by phone call, text, or email at the LMA's discretion based on the contact information provided in the official entry. Entrants are solely responsible for providing accurate contact information. Winners must acknowledge acceptance of the prize to the LMA within 24 hours of the LMA's notification or will forfeit the prize. Entrants need not be present to win.

PRIZES: Ten (10) winners will receive two (2) Grandstand tickets to the Chevrolet Detroit Belle Isle Grand Prix on Sunday, June 2, 2019, One (1) parking pass in a TBD lot near Belle Isle, and One (1) pass to take a "Hot Lap" ride on Sunday, June 2nd at a TBD time on Belle Isle. A "Hot Lap" is put on by the Chevrolet Detroit Belle Isle Grand Prix in which a professional race car driver will drive each winner and a guest through the entire Belle Isle racecourse in a Chevrolet Performance Vehicle at actual racing speeds.

If the hot lap ride is cancelled due to inclement weather or any other unforeseeable reason, then this prize is void and the Association will award each prize winner (1) \$50 Visa Gift Card.

CONTEST RULES

- 1. Eligibility and Limitations.** Entrants and winner(s) must be at least 21-years old. Void outside Michigan and where prohibited. Previous winners, employees of the members

of the Association, its advertising agencies, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, cohabitation or other family extension, and any other persons residing at the same household whether or not related. Each entrant must show proper identification.

No purchase is necessary to be eligible to win. Purchase of any product or service from a Metro Detroit Chevrolet Dealer will not increase your chance to win. Limit one (1) entry per person, per email address and per household, regardless of method of entry. Multiple entries received from one person, email address or household after the first entry received will be void. Entries generated by script, macro or other automated means are void. All entries become the property of the LMA and will not be acknowledged or returned.

2. **Publicity and Marketing.** By participating, all entrants and the winners grant the Association exclusive permission to use their names, location, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. You also grant permission to the Association and/or its member dealerships to contact you from time to time, for market research purposes or to provide promotional messages (in the form of mail or email) about services and specials offered by the Association or its member dealerships.
3. **Odds of Winning.** Odds of winning are based on the number of entries received. Only official entries will be accepted.
4. **Prize Release.** By participating, each entrant and winner waives any and all claims of liability against the Association, its members and agents, for any loss, which may occur from the conduct of, or participation in, the contest, or from the use of any prize.
5. **No Substitution.** The prize cannot be substituted for any other items by the winner. The winner cannot assign or transfer the prize.
6. **Applicable Law.** This contest is subject to all applicable laws and regulations. The Association is not responsible for typographical or other errors in the printing, offering or administration of the contest or in the announcement of the prize.
7. **Participation Release.** By entering, each entrant represents they are eligible and agree to be bound by these rules and the decisions of the Association in all matters including, without limitation, eligibility of contestants. Each entrant and winner releases the Association, its directors, officers, advertising representatives and agents from any and all liability for any injuries, losses or damages of any kind resulting from entrants entry into this contest or from acceptance, possession or use of the prize and waives any such

claims. If for any reason the potential winner is ineligible, unable or unwilling to take possession of the prize, or is unavailable to attend on Sunday, June 2nd at a TBD time on Belle Isle, then the potential winner will forfeit the prize and an alternate winner may be selected by the LMA in its' sole discretion at random from among all remaining entries. In such event, the disqualified potential Grand Prize Winner will not be awarded any prize.

8. **Written Copies.** These rules are available online at chevydetroit.com/fullthrottle during normal business hours at the business offices of Strive Creative at 23510 Woodward, Ferndale, MI 48220, and by mail upon written request with a stamped self-addressed return envelope.
9. **Disqualification.** The Metro Detroit Chevrolet Dealers LMA reserves the right to disqualify any entrant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The Association will resolve any disputes, conflicting claims or ambiguities concerning the rules and its decision concerning such disputes shall be final. Failure to explicitly conform to all terms and conditions outlined herein will result in a claim denial. If you are unable to attend the "hot lap" ride on Sunday, June 2nd at a TBD time, then you forfeit the prize and an alternate winner will be randomly selected.
10. **Location of Prizes.** Winner of prize must take possession of their prize at Belle Isle on Sunday, June 2nd at a TBD time. Winners name will be on an official Grand Prix "Hot Lap" list. Each winner must sign a waiver on site and show a valid driver's license or Michigan ID. If the "Hot Lap" ride is cancelled, the winners must take possession of their \$50 Visa Gift Card at the Metro Detroit Chevy Dealership they identified when registering.
11. **Delivery Disclaimer.** The Association is not responsible for late, lost, incomplete, stolen inaccurate, misdirected, delayed, undelivered or garbled entries or other errors of any kind whether human, printing, typographical, mechanical, telephonic, electronic or network relating to the Contest including, but not limited to the processing of entries and the awarding of the Prize(s).
12. **Compliance with Law.** The conduct of this contest is governed by the applicable laws of State of Michigan and the United States of America, which take precedence over any rule to the contrary herein. Association shall follow the applicable laws for conducting contests.