

The Battle of Ontario Contest

OFFICIAL RULES AND REGULATIONS

Open to residents of Ontario only and governed by Canadian Law

No Purchase Necessary. The Battle of Ontario Contest (the "**Contest**") is sponsored by the Ontario Dealers of Chrysler Canada Inc. (the "**Sponsor**"). The Contest begins at 9:00:00 am Eastern Time ("**ET**") on November 27, 2013 and ends at 11:59:59 pm ET on February 28, 2014 (the "**Contest Period**").

1. **ELIGIBILITY:** To enter and be eligible to win, a person must (i) be a resident of Ontario (ii) be at least eighteen (18) years of age at the time of entry; and (iii) not be a head office employee of Chrysler Canada Inc's marketing or sales department or an employee of any of the Sponsor's dealers, the Sponsor's affiliated companies or agents, their respective advertising or promotional agencies, the independent contest organization, or a member of any such employee's immediate family (regardless of where they live) or persons with whom such employees are domiciled (whether related to the employee or not). In these official rules and regulations (the "**Official Rules**"), "immediate family" includes mother, father, brothers, sisters, sons, daughters, partner or spouse.
2. **TO ENTER:** There are two (2) ways to enter the Contest:
 - i. **Dealer Location:** During the Contest Period, visit any Chrysler, Jeep, Dodge and Ram dealer location in Ontario and purchase/lease/finance any 2013 or 2014 Chrysler, Jeep, Dodge or Ram vehicle (new or used) and you will automatically receive one (1) entry (the "**Entry**") into the Draw (see rule 4). Purchases/leases/entries must be completed by the closing time at the Dealer location on February 28, 2014 (the "**Contest Closing Date**"). Closing times may vary by Dealer Location. For Dealer Location hours of business visit www.Chrysler.com.
 - OR**
 - ii. **Mail-In (No purchase required):** On a plain piece of paper, print by hand your full name, complete mailing address (including postal code), daytime telephone number (including area code), valid email address (optional), and mail along with a minimum 50-word essay on "Why Chrysler is my preferred brand!" to: The Battle of Ontario Contest, Dept 2946, Box 9500 Lakeshore West PO, Oakville, ON L6K 0G4. Mail-in Entries must be postmarked on or before February 28, 2014 (the "**Contest Closing Date**") and received by March 6, 2014 to be eligible for the draw (see rule 4).

Limit of one (1) entry per person, regardless of the method of entry during the Contest Period. In the event it is determined that an entrant has entered in a fashion not sanctioned by these Official Rules

and/or has submitted more than the number of entries permitted by these Official Rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified.

3. **GRAND PRIZES:** There will be four (4) Grand Prizes (each a “**Grand Prize**”) available to be won, each consisting of a trip for two (2) people (one (1) winner and one (1) travel guest) to a Ottawa professional hockey Game in Ottawa, Ontario, departing on April 11, 2014 and returning on April 13, 2014, including two (2) tickets to a Toronto vs. Ottawa professional hockey game on April 12, 2014(the “**Game**”) in a box suite with food and refreshments (excluding alcoholic beverages); return economy airfare for the winner and his/her guest from the major Canadian airport nearest the winner’s residence to Ottawa, Ontario on an airline selected by the Sponsor; two (2) nights’ accommodation in the Brookstreet Hotel based on double occupancy and; transfers to/from the destination airport in Ottawa and the Brookstreet Hotel. The approximate retail value of the Grand Prize is \$5,000.00 (CDN) based on a Toronto departure and may vary depending on the city of departure. In the event a winner’s closest major Canadian airport is within 100 km of Ottawa or if ground transportation (Via Train or limo service) is considered the more appropriate way to travel (at the sole discretion of the Sponsor), the Sponsor reserves the right to provide ground transportation in lieu of airfare to/from the winner’s residence to the selected hotel in Ottawa, Ontario. The winner will not be compensated for their travel if their closest major Canadian airport is Ottawa. Any difference between the approximate retail value and the actual value of the Grand Prize as taken will not be awarded. The winner and his/her travel guest must travel on the same itinerary. The travel guest of the winner must also be a legal resident of Ontario who has reached eighteen (18) years of age or older by March 7, 2014 (the “**Draw Date**”). The winner and his/her travel guest will be responsible for having the required identifications and obtaining any necessary travel documents in advance of departure including, but not limited to, a valid passport and/or the proper government issued identification. No compensation will be made if trip is cancelled due to failure to obtain necessary travel documents. Travel is subject to the terms and conditions set forth in these Official Rules. All travel arrangements must be made through the Sponsor or its designated agents. The winner and his/her travel guest must be able to travel on April 11, 2014 and return on April 13, 2014. All costs incurred by the winner and/or the invited guest and not specified above including, but not limited to, meals, gratuities, local transportation, travel documents, insurance (including health insurance), taxes, telephone, fax and email charges, sightseeing and optional excursions, and items of a personal nature, are the sole responsibility of the winner and the guest of the winner, if applicable, and are not included in the Grand Prize. Transportation and accommodation are subject to availability; blackout periods; government restrictions and regulations; and hotel, airline, airport or other transportation restrictions and regulations. Travel dates are subject to travel provider availability. The Sponsor reserves the right to change game dates, travel dates and travel arrangements at its sole discretion. The winner may be required

to present a valid major credit card in the winner's name at the time of hotel check-in to cover any incidental expenses. No frequent flyer miles will be available for this trip. In the event that the winner is unable to redeem any or all of the Grand Prize components, no compensation or substitute prize component will be provided. The Grand Prize must be accepted as awarded without substitution and is not transferable (except at the discretion of the Sponsor). The Grand Prize may not be redeemed for cash or credit, in whole or in part. The Sponsor is not responsible if the Game, or any related event is delayed, postponed or cancelled for any reason and the winner will not be reimbursed for any portion of the Grand Prize that may become unavailable. The Sponsor reserves the right to remove the winner and his/her guest from the Game or to deny entry to Winner and/or his/her guest, to the Game, in the event that the winner and/or his/her guest engages in non-sportsmanlike or disruptive behaviour, or behaviour with intent to annoy, abuse, threaten or harass any other person. Under no circumstance may any portion, component or element of the Grand Prize be resold or offered for resale by the Grand Prize winner or any other person. Other restrictions may apply. Limit of one (1) Prize per person during the Contest Period. Sponsor reserves the right to substitute the Grand Prize or any component of the Grand Prize for a prize of equal or greater value.

4. **DRAWING:** One (1) random draw will be held to determine the four (4) potential Grand Prize Winners on March 7, 2014 (the "**Draw Date**") at 10:00 am ET in Oakville, Ontario from among all eligible entries received by the Contest Closing Date. Odds of being selected for a Prize depend on the total number of eligible entries received.
5. Each selected entrant will be contacted by mail and/or telephone and/or email within five (5) business days of the Draw Date. If a selected entrant (a) cannot be reached by mail and/or telephone and/or email within five (5) business days of the notification being sent by the independent contest organization; (b) fails to correctly answer the mathematical skill testing question (see rule 7); or (c) fails to return the properly executed Release Forms within the specified time (see rule 7), then he/she will be disqualified and another entrant will be randomly selected until such time as a winner is confirmed or there are no more eligible entries or by April 4, 2014, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.
6. **GENERAL:** By entering the Contest, entrants agree to abide by these Official Rules and the decisions of the independent contest organization, with respect to all aspects of the Contest, including, without limitation, eligibility and/or disqualification of entries, which are final and binding, without right of appeal.
7. To be declared a winner, each selected entrant must first answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. Each selected entrant and his/her guest will also be required to sign a declaration and release form (the "**Release Form**") confirming compliance with the Official Rules, acceptance of a Prize as awarded, without substitution, and releasing the

Sponsor, its dealers, affiliated and related companies, advertising and promotional agencies, the independent contest organization, and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any liability in connection with a Grand Prize or the Contest. The Release Form must be returned within the time period specified on the Release Form or the Prize will be forfeited. Upon receipt of the completed Release Forms, the Sponsor or its designated representatives will coordinate the Prize with the winner within five (5) business days.

8. By entering and accepting a Prize, each winner and his/her guest consents to the use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.
9. The Released Parties will not be responsible for late, lost, illegible, incomplete or destroyed entries and all such entries are void. The Released Parties do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, or delayed communications sent or received during the Contest Period, for any reason. Entry materials/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these Official Rules and/or has submitted more than the number of entries permitted by these Official Rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified.
10. The Sponsor reserves the right to terminate or suspend or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, the Sponsor reserves the right to terminate the Contest and conduct the draw from all eligible entries received by the termination date. The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.
11. All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into except with the selected entrants. The Contest is subject to all applicable federal, provincial and municipal laws.
12. The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest.
13. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to:

the Contest entry form and/or point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

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