

Harley-Davidson® Canada LP 2017 H-D® 100 Challenge (“Contest”)
OFFICIAL RULES AND REGULATIONS AND PRIVACY CONSENT

NO PURCHASE NECESSARY. The Contest is intended for viewing and participation in Canada only and is governed by the laws of Canada. Please do not proceed if you are not a legal resident of Canada at time of entry.

The “H-D®100 Challenge” Contest (the “**Contest**”) is administered by EatSleepRIDE Mobile Inc. (“**EatSleepRIDE**”) and sponsored by Harley-Davidson Canada LP (the “**Sponsor**”).

1. CONTEST PERIOD

The Contest begins on January 6, 2017 at 9:00 am Eastern Time (“ET”) and ends on July 29, 2017 at 9:00 am ET (the “**Contest Period**”).

2. ELIGIBILITY

To enter and be eligible to win, an individual must be (a) a legal resident of Canada who has reached the age of majority in their jurisdiction of residence and (b) have a current motorcycle licence valid for operation in their jurisdiction of residence as of the date of prize fulfillment.

Excluded from eligibility are: (a) any person who, at any time on or before July 29, 2017 was or is a director, officer, employee, agent, representative or dealer of Harley-Davidson Motor Company, Sponsor, EatSleepRIDE, prize suppliers, companies engaged in the development, production, or distribution of materials for the Contest, or any of their respective divisions, parent, subsidiary, or affiliated companies, dealer or service agencies, or independent contractors of the Sponsor (collectively, the “**Contest Entities**”); (b) former employees of the Sponsor, its subsidiaries, parent companies, affiliates, dealers, sponsors, and third-party providers (collectively the “**Companies**”), save that any person who has not been employed or engaged by the Companies in the three (3) year period prior to July 29, 2017 may participate in the Contest; and (c) members of the immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of any such persons.

3. HOW TO ENTER AND PLAY

NO PURCHASE NECESSARY. To enter, (a) download the free EatSleepRIDE application on Google Play Store or the Apple App Store (the “**App**”), (b) use the App to join the H-D 100 Challenge Contest, and (c) complete one or more of the following methods of obtaining points:

(a) Visit a Show

To obtain seventy-five (75) points, visit one (1) of the following motorcycle shows (each a “**Show**”), and follow the directions of staff at Sponsor’s booth at the Show to check in to the Contest via the beacon:

- The Calgary MMIC Motorcycle Show, January 6-8, 2017
- North American International Supershow in Toronto, January 6-8, 2017
- The Edmonton MMIC Motorcycle Show, January 13-15, 2017
- The Vancouver MMIC Motorcycle Show, January 20-22, 2017
- The Quebec City MMIC Motorcycle Show, February 3-5, 2017
- The Toronto MMIC Motorcycle Show, February 17-19, 2017
- The Montreal MMIC Motorcycle Show, February 24-26, 2017

To obtain seventy-five (75) points without attending a Show, type or clearly handwrite on a blank piece of paper an original essay describing why you love to ride motorcycles, to a minimum of 250 words and a maximum of 500 words, and provide your first name, last name, phone number, age, province and email address. Mail the above information during the Contest Period to: H-D 100 Challenge c/o EatSleepRIDE, DMZ, 10 Dundas Street East, Suite 500, Toronto, Ontario M5B 3G9. LIMIT one (1) mail entry per outer stamped envelope. Each mail entry must be mailed in a

separate outer envelope, bearing sufficient postage, and post marked within the Contest Period. All mail entries must be received within five (5) business days of the end of the Contest Period. Mail entries that are mechanically reproduced or made in any fashion other than as specified herein are void.

Limit of one (1) successful attempt to check in to the Contest per twenty-four (24) hours during Show opening hours during the Contest Period, regardless of method of entry.

(b) Visit a Dealership

To obtain points, visit any Harley-Davidson dealership in Canada and follow the directions of dealership staff to check in to the Contest via the beacon, to a maximum of one (1) successful attempt per seven (7) calendar days, per Harley-Davidson dealership, during the Contest Period. The following points are available per dealership: first visit fifty (50) points, second visit forty (40) points, third visit thirty (30) points, fourth visit twenty (20) points, fifth visit ten (10) points, and every subsequent visit 10 points. Must remain in dealership a minimum of five (5) minutes per visit.

(c) Visit a Test Our Metal Event

To obtain one hundred (100) points, visit one of the following Harley-Davidson Test Our Metal events at the following locations in Canada and follow the direction of staff at the event to check in to the Contest via the beacon, to a maximum of one (1) successful attempt to check in to the Contest per twenty-four (24) hours during the Contest Period:

Event	Location	Date
Barnes Harley-Davidson Victoria	Victoria, BC	April 21-22, 2017
Mackie Harley-Davidson	Oshawa, ON	April 22, 2017
Trev Deeley Motorcycles	Burnaby, BC	April 23, 2017
MotoSport Plus	Kingston, ON	April 23, 2017
Barnes Harley-Davidson Langley	Langley, BC	April 28-29, 2017
Freedom Harley-Davidson of Ottawa	Ottawa, ON	April 29, 2017
Mountainview Harley-Davidson	Chilliwack, BC	April 30, 2017
Harley-Davidson de L'Outaouais	L'Outaouais, QC	April 30, 2017
Barnes Harley-Davidson Kamloops	Kamloops, BC	May 2-3, 2017
Gasoline Alley Harley-Davidson of Kelowna	Kelowna, BC	May 4, 2017
Boutin Harley-Davidson	Valleyfield, QC	May 5, 2017
Harley-Davidson Montreal	Montreal, QC	May 6, 2017
Harley-Davidson of Smithers	Smithers, BC	May 7, 2017
St-Jérôme Harley-Davidson	St. Jerome, QC	May 7, 2017
Might Peace Harley-Davidson	Grand Prairie, AB	May 11, 2017
Carrier Harley-Davidson St Hyacinthe	St Hyacinthe, QC	May 12, 2017
Voigt Harley-Davidson	Fort McMurray, AB	May 13, 2017
Bécancour Harley-Davidson	Ville de Bécancour, QC	May 13, 2017
Harley-Davidson Victoriaville	Victoriaville, QC	May 14, 2017
Harley-Davidson of Edmonton	Edmonton, AB	May 18, 2017
Hertiage Harley-Davidson	Edmonton, AB	May 19, 2017
Shawinigan Harley-Davidson	Shawinigan, QC	May 19, 2017
Premont Harley-Davidson (Quebec City)	Quebec City, QC	May 20, 2017

Premont Harley-Davidson (Beauce)	Sainte-Marie, QC	May 21, 2017
Harley-Davidson Rimouski	Rimouski, QC	May 25, 2017
Kane's Harley-Davidson	Calgary, AB	May 26, 2017
Calgary Harley-Davidson	Calgary, AB	May 27, 2017
RPM Harley-Davidson	Saguenay, QC	May 27, 2017
Gasoline Alley Harley-Davidson	Red Deer County, AB	May 28, 2017
Harley-Davidson Côte-Nord	Baie Comeau, QC	May 30, 2017
Harley-Davidson Sept Iles	Sept Iles, QC	May 31, 2017
Crowsnest Trail Harley-Davidson	Lethbridge, AB	June 3, 2017
Eldridge's	Saint John, NB	June 3, 2017
Badlands Harley-Davidson	Dunmore, AB	June 4, 2017
Toys for Big Boys	Moncton, NB	June 4, 2017
Edge Harley-Davidson	Lloydminster, AB	June 6, 2017
Redline Harley-Davidson	Saskatoon, SK	June 10, 2017
Privateers Harley-Davidson	Halifax, NS	June 10, 2017
Prairie Harley-Davidson	Regina, SK	June 11, 2017
Harley-Davidson Winnipeg	Winnipeg, MB	June 17, 2017
Mile 1 Harley-Davidson	Mount Pearl, NFLD	June 17-18, 2017
Thunder Bay Harley-Davidson	Thunder Bay, ON	June 22, 2017
J.H. Stewart	Miramichi, NB	June 24, 2017
Red Rock Harley-Davidson	Cornwall, PEI	June 26, 2017
The Rock Harley-Davidson	Sudbury, ON	June 28, 2017
Pfaff Harley- Davidson	Richmond Hill, ON	July 7-8, 2017
Barrie Harley-Davidson	Barrie, ON	July 8, 2017
Jacox-Harley Davidson	Mississauga, ON	July 9, 2017
Duke's Harley-Davidson	Chatham, ON	July 14, 2017
Thunder Road Harley-Davidson	Windsor, ON	July 15, 2017
Premont Harley-Davidson Laval	Laval, QC	July 15, 2017
Carrier Harley-Davidson Drummondville	St-Germain de Grantham, QC	July 23, 2017
Sherbrooke Harley-Davidson	Sherbrooke, QC	July 24, 2017
Rocky's Harley-Davidson	London, ON	July 29, 2017
Kitchener Harley-Davidson	Kitchener, ON	July 30, 2017
Goulet Motosports	Hawkesbury, ON	July 30, 2017
Mackie Harley-Davidson	Oshawa, ON	August 27, 2017
Harley-Davidson de L'Outaouais	L'Outaouais, QC	August 31, 2017
Goulet Motosports	Hawkesbury, ON	September 1, 2017
Wharf Rat Rally	Digby, NS	September 1-2, 2017
Freedom Harley-Davidson of Ottawa	Ottawa, ON	September 3, 2017
The Rock Harley-Davidson	Sudbury, ON	September 6, 2017
Ramsay's Cycle & Sport	Sydney, NS	September 7, 2017
Harley-Davidson Winnipeg	Winnipeg, MB	September 9, 2017

Privateers Harley-Davidson	Halifax, NS	September 9, 2017
Gaslight Harley-Davidson	Morden, MB	September 10, 2017
J.H. Stewart	Miramichi, NB	September 13, 2017
Eldridge's	Saint John, NB	September 14, 2017
Harley-Davidson Yorkton	Yorkton, SK	September 15, 2017
Prairie Harley-Davidson	Regina, SK	September 16, 2017
Harley-Davidson Rimouski	Rimouski, QC	September 16, 2017
Redline Harley-Davidson	Saskatoon, SK	September 17, 2017
Edge Harley-Davidson	Lloydminster, AB	September 20, 2017
RPM Harley-Davidson	Saguenay, QC	September 22, 2017
Voigt Harley-Davidson	Fort McMurray, AB	September 23, 2017
Premont Harley-Davidson (Quebec City)	Quebec City, QC	September 23, 2017
Shawinigan Harley-Davidson	Shawinigan, QC	September 24, 2017
Harley-Davidson of Edmonton	Edmonton, AB	September 29, 2017
Carrier Harley-Davidson	St-Hyacinthe, QC	September 29, 2017
Heritage Harley-Davidson	Edmonton, AB	September 30, 2017
Leo Harley-Davidson	Brossard, QC	September 30, 2017
Gasoline Alley Harley-Davidson	Red Deer County, AB	October 1, 2017
Premont Harley-Davidson Laval	Laval, QC	October 1, 2017
Harley-Davidson Montreal	Montreal, QC	October 2, 2017
Badlands Harley-Davidson	Dunmore, AB	October 5, 2017
Carrier Harley-Davidson Drummondville	St-Germain de Grantham, QC	October 5, 2017
Boutin Harley-Davidson	Valleyfield, QC	October 6, 2017
Calgary Harley-Davidson	Calgary, AB	October 7, 2017
St-Jérôme Harley-Davidson	St. Jerome, QC	October 7, 2017
Kane's Harley-Davidson	Calgary, AB	October 8, 2017
Sherbrooke Harley-Davidson	Sherbrooke, QC	October 8, 2017
Crowsnest Trail Harley-Davidson	Lethbridge, AB	October 9, 2017
MotoSport Plus	Kingston, ON	October 11, 2017
Gasoline Alley Harley-Davidson of Kelowna	Kelowna, BC	October 13, 2017
Barnes Harley-Davidson Kamloops	Kamloops, BC	October 14, 2017
Policaro Harley-Davidson	Oakville, ON	October 14, 2017
Barnes Harley-Davidson Kamloops	Kamloops, BC	October 15, 2017
Kitchener Harley-Davidson	Kitchener, ON	October 15, 2017
Mountainview Harley-Davidson	Chilliwack, BC	October 20, 2017
Thunder Road Harley-Davidson	Windsor, ON	October 20, 2017
Barnes Harley-Davidson Langley	Langley, BC	October 21, 2017
Rocky's Harley-Davidson	London, ON	October 21, 2017
Trev Deeley Motorcycles	Burnaby, BC	October 22, 2017
Pfaff Harley-Davidson	Richmond Hill, ON	October 22, 2017
Fox Harley-Davidson	Owen Sound, ON	October 27, 2017

Barnes Harley-Davidson Victoria	Victoria, BC	October 28-29, 2017
Jacox Harley-Davidson	Mississauga, ON	October 29, 2017
Clare's Harley-Davidson of Niagara	Niagara-on-the-Lake, ON	October 30, 2017

Note that dates may be subject to change due to circumstances beyond Sponsor's control, such as inclement weather. Check the App for most up-to date schedule.

(d) Complete a Route Challenge

To obtain points, complete one of the following route challenges in one (1) ride (short breaks allowed) (each a "**Route**") and follow the directions in the App to check in to the Contest (keeping the App open), to a maximum of one (1) successful attempt per Route per seven (7) calendar days during the Contest Period. The following points are available per Route: one hundred (100) bonus points and one quarter (0.25) points per kilometer (specific kilometers available per Route are set out in more detail in the App).

- Whales, Trails and Blarney Tales - Newfoundland
- Port-au-Port Peninsula Franglais loop - Newfoundland
- The Trans-Mosquito Express - Labrador
- The Let's Get Lost Loop - Nova Scotia
- Cabot Trail of Non-Stop Perfection - Nova Scotia
- In and Out and Fast - PEI
- Lobster Chase – New Brunswick
- From the River to the Sea - Quebec
- Baie-Comeau to that Huge Crater - Quebec
- Calabogie Boogaloo - Ontario
- Algonquin Supercircle - Ontario
- Three Geographies in One - Manitoba
- This Will Get Dusty - Manitoba
- Farm, Forest & Sticky Buns - Saskatchewan
- Moose Jaw and Aging Wives - Saskatchewan
- The Glacier Trail - Alberta
- Go Bad or Go Home - Alberta
- Best Inland Road Ride - BC
- The Giant Vancouver to Vancouver Isle Loop - BC
- King of the Wild Frontier - Northwest Territories

(e) Complete a Ride Challenge

To obtain points, complete one of the following ride challenges in one (1) ride (short breaks allowed) (each, a "**Ride**") and follow the directions in the App to check in to the Contest (keeping the App open), to a maximum of one (1) successful attempted Ride per seven (7) calendar days during the Contest Period. The following points are available per Ride: one quarter (0.25) points per kilometer and one hundred (100) bonus points.

- 100 km Ride, to a maximum of 125 points
- 250 km Ride, to a maximum of 162.5 points
- 500 km Ride, to a maximum of 225 points
- 1000 km Ride, to a maximum of 350 points
- 1600 km Ride (Iron Butt), to a maximum of 500 points

(f) Visit a Point of Interest

To obtain seventy-five (75) points, visit one of the following points of interest during the Contest Period and follow the directions in the App to check in to the Contest, to a maximum of one (1) successful attempt per point of interest during the Contest Period:

- Agawa Canyon – Ontario
- Bay of Fundy – New Brunswick
- Cape Breton - Nova Scotia
- Charlevoix - Quebec
- Churchill - Manitoba
- Eastern Townships - Quebec
- L'Anse aux Meadows - Newfoundland
- Lake Winnipeg - Manitoba
- Laurentian Mountains - Quebec
- Lunenburg - Nova Scotia
- Prince Edward Country – Ontario
- St. John River Valley – New Brunswick
- Moraine Lake - Alberta
- Thompson Okanagan, BC
- Great Slave Lake - Northwest Territories
- Banff - Alberta
- Kluane National Park - Yukon
- Tofino - BC
- Vancouver - BC
- Toronto – Ontario

4. SECONDARY PRIZES

There are five hundred (500) secondary prizes available to be won, each consisting of one (1) genuine Harley-Davidson merchandise prize pack (each, a “**Secondary Prize**”). Approximate retail value (“**ARV**”) of each Secondary Prize is \$50.

Secondary Prizes must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise, except at Sponsor’s sole discretion. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if a Secondary Prize cannot be awarded as described for any reason. Secondary Prizes will be delivered to verified winners only to one (1) residential address in Canada. Sponsor will not replace any lost or stolen Secondary Prizes. Any other costs or expenses associated with the Secondary Prizes not specified herein will be the responsibility of selected winners. All Secondary Prizes must be accepted before December 31st, 2017. Winning a Secondary Prize is contingent upon fulfilling all the requirements set forth herein.

Limit of one (1) Secondary Prize per person.

5. SECONDARY PRIZE WINNER SELECTION

For every five hundred (500) points awarded, you will obtain one (1) entry for a chance to win a Secondary Prize. On August 8, 2017 at 9:30 am ET at 10 Dundas Street East, Suite 500, Toronto ON, M5B 3G9, a random draw will be conducted from among all eligible Secondary Prize entries for the purpose of selecting five hundred (500) potential Secondary Prize winners. Odds of being selected as a potential Secondary Prize winner depend on the number of eligible entries received and skill in accruing points.

6. SECONDARY PRIZE WINNER NOTIFICATION

Selected entrants will be notified of selection in the App. In order to be declared a potential winner of a Secondary Prize, selected entrant(s) must: respond to Sponsor’s notification within three (3) business days of notification; (ii) correctly answer a time-limited mathematical skill-testing question to be administered electronically immediately following notification; (iii) if requested, sign

and return to Sponsor a written declaration and release form, releasing the Promotion Entities from any liability in connection with this Contest or the use, misuse, awarding or possession of the Secondary Prize (the **"Release"**); and (iv) otherwise comply with these Official Rules. Selected entrants may be required to furnish proof of identification that may include a driver's licence or other such form of identification satisfactory to the Sponsor.

Failure to provide proof of eligibility (if requested), release documents, or other required documentation in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Official Rules may result in disqualification, forfeiture of the Secondary Prize and, at Sponsor's sole discretion, selection of an alternate eligible entrant for the forfeited prize in accordance with these Official Rules, who will be subject to disqualification in the same manner.

7. GRAND PRIZE

There is one (1) grand prize available to be won consisting of one (1) Harley-Davidson® Street Glide Special Motorcycle with a limited edition 100 Years of Harley-Davidson in Canada paint kit (the **"Grand Prize"**). ARV of the Grand Prize is \$28,000.

Grand Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if the Grand Prize cannot be awarded as described for any reason. Grand Prize must be claimed at the authorized Harley-Davidson dealership in Canada closest to the Grand Prize winner's residential address, as determined by Harley-Davidson Canada LP. Sponsor will not replace any lost or stolen Grand Prize. Any other costs or expenses associated with the Grand Prize not specified herein, including without limitation licence, registration, title fees, insurance costs and all applicable taxes (if applicable), will be the responsibility of selected winner. Grand Prize must be picked up before December 31, 2017. Winning the Grand Prize is contingent upon fulfilling all the requirements set forth herein.

Furnishing the Grand Prize may take place approximately six (6) to eight (8) weeks following winner selection and verification, subject to delivery schedules. The Grand Prize will be delivered to the Harley-Davidson® dealership nearest the winner's residence as selected by the Sponsor. If there are any additional options ordered for the Grand Prize, delivery may take up to six (6) months. The winner or their authorized representatives must take delivery within thirty (30) days of notification of availability or the Grand Prize will be forfeited.

The Grand Prize will be subject to Harley-Davidson's standard Limited Factory Warranty. The winner or a designated representative must show evidence of insurance and a valid licence to operate a motorcycle in order to accept delivery or the Grand Prize will not be conveyed. The winner is responsible for the cost of any vehicle options beyond the \$28,000 value, as may be agreed to between winner and the Harley-Davidson® dealership at which vehicle will be delivered, at Sponsor's sole discretion. Any and all guarantees and warranties for prizes are subject to the manufacturer's and/or service provider's terms and conditions, and the winner agrees to look solely to such manufacturers and/or service providers for any warranty or guarantee claim.

8. GRAND PRIZE DRAW

On August 21, 2017 at 9:30 am ET at 10 Dundas Street East, Suite 500, Toronto ON M5B 3G9 a random draw will be conducted from among all eligible Secondary Prize winners confirmed during the Contest Period, for the purpose of selecting one (1) potential Grand Prize winner. Odds of being selected as a potential Grand Prize winner are 1:500.

9. GRAND PRIZE NOTIFICATION

Selected potential Grand Prize winner will be notified by telephone at the telephone number provided at the time the contestant correctly answered the skill testing question. In order to be declared a potential Grand Prize winner, selected entrant must: respond to Sponsor's notification

within three (3) business days of notification; (ii) have correctly answered the time-limited mathematical skill-testing question previously administered; (iii) if requested, sign and return to Sponsor a written declaration and release form, releasing the Promotion Entities from any liability in connection with this Contest or the use, misuse, awarding or possession of the Grand Prize (the “**Release**”); and (iv) otherwise comply with these Official Rules. Selected entrant may be required to furnish proof of identification that may include a driver’s licence or other such form of identification satisfactory to the Sponsor.

Failure to provide proof of eligibility (if requested), release documents, or other required documentation in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Official Rules may result in disqualification, forfeiture of the Grand Prize and, at Sponsor’s sole discretion, selection of an alternate eligible entrant for the forfeited prize in accordance with these Official Rules, who will be subject to disqualification in the same manner.

10. RIGHT TO VOID/TERMINATE/SUSPEND/MODIFY

Sponsor reserves the right to suspend, cancel, or modify the Contest at any time, in whole or in part, at any time and without notice or obligation if, subject to the approval of the *Régie des alcools, des courses et des jeux* (the “**Régie**”) with respect to legal residents of Quebec, fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or other causes beyond the control of the Sponsor corrupt the administration, security, integrity, or proper implementation of the Contest.

Without limiting the generality of the foregoing, if the Contest, or any part thereof, is not capable of running as planned for any reason, including but not limited to bugs, tampering, unauthorized intervention, fraud, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor may, in its sole discretion and subject only to the approval of the Régie in Quebec, void any suspect entries and: (a) terminate the Contest, or any portion thereof; (b) modify or suspend the Contest, or any portion thereof, to address the impairment and then resume the Contest, or relevant portion, in a manner that best conforms to the spirit of these Official Rules; and/or (c) award the Grand Prize from among the eligible, non-suspect entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the Contest, violates the Official Rules, or acts with intent to annoy, abuse, threaten or harass any other person.

11. LIMITATION OF LIABILITY

By joining the H-D® 100 Challenge Contest, entrants hereby: (i) accept, acknowledge, and agree to comply with these Official Rules including all eligibility requirements; and (ii) agree to adhere to and be bound by the decisions of the Sponsor, made in its sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules are subject to disqualification.

The Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible, or incomplete entries. All entries become the property of the Sponsor upon submission of same and in no case shall be returned to the entrant.

Sponsor and the Contest Entities do not warrant that access to or use of the App or any Contest-related website will be uninterrupted. The Sponsor and the Contest Entities are not responsible for any problems that may arise, including but not limited to; (a) lost, interrupted, inaccessible or unavailable networks, servers, satellites, internet service providers, websites, or other connection, availability or accessibility problems arising in connection with or over the course of the Contest; or (b) communications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone, or cable transmissions or hardware or software malfunctions, failures, or difficulties; or (c) failure

of personal computers and/or software and hardware configurations, any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical, or other error in the offering or announcement of a prize or in any prize notification documents; or (d) for any errors of any kind in connection with the Contest, whether human, mechanical, clerical, electronic, or technical in nature; or (e) the incorrect or inaccurate capture of information, or the failure to capture any information in connection with the Contest.

Entrants and the winners assume any and all liability and responsibility for injuries caused, or claimed to be caused by participating in the Contest, by the acceptance, possession, use or misuse of any prize awarded, including but not limited to claims/damages for personal injury or property damage.

Under no circumstances, including negligence, shall the Sponsor or Contest Entities be liable for any direct, indirect, incidental, special, or consequential damages that result from the use of or inability to use the Contest Prize, or out of any breach of any warranty. For and in consideration of the opportunity to participate in this Contest, entrants, the winner (on their own behalf and on behalf of their heirs, executors, administrators, and assigns) hereby irrevocably release and forever discharge the Sponsor and Contest Entities from any and all claims, demands, rights, and causes of action of any kind whatsoever, howsoever arising, directly or indirectly, in any way resulting from, in respect of or arising in any way out of participation in the Contest.

12. GENERAL

Any attempt by an entrant or other individual, to deliberately undermine the legitimate operation of this Contest, including but not limited to any fraudulent claims or representations, is a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserve the right to seek remedies of damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participants engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won.

Prizes displayed in point of sale, television and print advertising, promotional packaging, and other Contest materials are for illustrative purposes only and are not available for retail sale. The actual prizes may vary from such prizes displayed. All prize details, and any restrictions related to the prizes, will be provided to the applicable prize winner upon the award of the prize. No prize will be awarded to any participant who fails in any way to comply fully, without limitation, with these Official Rules. The approximate retail values of the prizes as stated by the Sponsor in point of sale, television, and print advertising, Contest materials, and/or in these Official Rules may vary and are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the approximate retail values are stated by the Sponsor and the date a prize is awarded or redeemed. If, at the time a prize is redeemed or awarded, the actual prevailing retail purchase price for a prize is less than the approximate retail value stated by the Sponsor in point of sale, television, and print advertising, Contest materials, and/or in these Official Rules, winner will not be entitled to any compensation, cheque or cash. No cash alternative or substitution of a prize or portion thereof will be provided (other than as may be expressly provided for herein), except that the Sponsor, in their sole discretion, reserves the right to substitute a prize of equal or greater value if, for any reason, a prize as described cannot be awarded.

This Contest is subject to all federal, provincial, and municipal laws.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrant and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in full force and effect, and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In particular, the Sponsor' employees are not authorized to waive, modify or amend any provision or provisions of these Official Rules in any manner whatsoever.

13. LEGAL RESIDENTS OF QUEBEC ONLY

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 a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

14. PRIVACY AND MARKETING CONSENT, PUBLICITY RELEASE

Personal information collected from entrants will be collected and used by the Sponsor for the purpose of administering this Contest and prize fulfillment. By entering the Contest, entrant consents to the manner of collection, use and disclosure of personal information as set out in these Official Rules and in the Sponsor' Privacy Policy, which is available at http://www.harley-davidson.com/content/h-d/en_CA/footer/utility/privacy-policy.html. Sponsor will not sell, share, or otherwise disclose personal information of entrants other than in accordance with the Sponsor's Privacy Policy or as permitted or required by law.

By accepting or participating in the Contest, the winner consents to the use of their name, address, voice, statement relating directly to the Contest, and their photograph or other likenesses, without further compensation, in any publicity carried out by the Sponsor or any related entities in connection with this Contest, except where prohibited by law.

Always ride with a helmet. Ride defensively.

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All other third-party trademarks are the property of their respective owners.