

The Chevrolet Most Road-Trippable Town in Canada Contest

OFFICIAL CONTEST RULES AND REGULATIONS

This summer, nine (9) families have been selected to participate in Chevrolet's Most Road-Trippable Town in Canada (the "Event"). Each family will represent one of the following:

- British Columbia (1 family)
- Alberta (1 family);
- the Prairies (Manitoba and Saskatchewan) (2 families);
- Ontario (2 families);
- Quebec (2 families); and
- the remaining Atlantic Provinces (Nova Scotia, New Brunswick and Prince Edward Island) (1 family).

What you may not yet know is that the family whose destination is selected as the Most Road-Trippable Town in Canada will also be eligible to win a select 2019 Chevrolet vehicle (as more fully described in section 4 below)! The rules for the contest are set out below and by participating in the Event, you agree to abide by these official rules (the "Rules").

1. **CONTEST:** The Chevrolet Most Road-Trippable Town in Canada Contest (the "Contest") is sponsored by General Motors of Canada Company (the "Sponsor"). The Contest begins at 12:00:01 AM Eastern Time ("ET") on July 12, 2019 and ends at 11:59:59 PM ET on August 30, 2019 (the "Contest Period").
2. **ELIGIBILITY:** No purchase necessary. The Contest is open only to the nine (9) family teams selected to participate in the Event (each, a "Family"). For the duration of the Contest Period, each Family must meet the following requirements: (i) all participating Family members ("Family Members") must be legal residents of Canada; (ii) at least one (1) Family Member must have reached the legal age of majority in his/her province of residence, (ii) at least one (1) Family Member must have a valid and unencumbered driver's licence (equivalent to a full "G" class licence in Ontario) in their province of residence and (iii) all Family Members must participate in the Event in accordance with all instructions and guidelines as communicated by or on behalf of the Sponsor. No Family Member may be (i) an employee, shareholder, officer, director, agent or representative of the Sponsor or its affiliates, dealers, franchisees or advertising and promotional agencies, or (ii) a member of any such person's immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the person or not). In these Rules, "immediate family" means mother, father, brothers, sisters, sons, daughters, partner, spouse, parents-in-law, sons/daughters-in-law and cousins.
3. **FAMILY CONTACT:** Before the start of the Contest Period, each Family will designate one (1) Family Member as the single point of contact for the Family for the Contest and for notification purposes (the "Family Contact"). The designated Family Contact must have reached the legal age of majority in his/her province of residence and have a valid and unencumbered driver's licence in their province of residence. At any point during or

after the Contest (including, but not limited to, after the prize has been awarded), the Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor that a Family and each Family Member meets the eligibility requirements specified in these Rules.

4. **PRIZE:** There is one (1) prize available to be won, consisting of the vehicle make/model with which the winning Family participated in the Event. Vehicles for use in each Event road trip will be allocated as determined by Sponsor in its sole discretion, but will be one of the following: 2019 Chevrolet Blazer RS (MSRP \$53,490); 2019 Chevrolet Traverse RS (MSRP \$48,200); or 2019 Chevrolet Equinox Premier 2.0L Redline (MSRP \$38,895). For greater certainty, the eligible winner will not have a choice of which of the above vehicles will be the prize.

The following general conditions apply to the prize: (i) vehicle must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor's option; (iii) Sponsor reserves the right at any time to substitute the vehicle for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (iv) colour and other specifics of the vehicle will be at the sole and absolute discretion of the Sponsor and subject to availability; (v) manufacturer's standard warranty, if any, applies to the vehicle; (vi) upon notification, the confirmed winner will be required to personally take delivery of the vehicle from a location within Canada reasonably close to his/her place of residence in Canada as determined by Sponsor, in its sole and absolute discretion, and will be required to present adequate personal identification (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification); (vii) vehicle will not be released unless and until the confirmed winner first shows proof (in a form acceptable to the Sponsor) of having a valid and unencumbered driver's license (equivalent to a full "G" class license in Ontario) in the province in which he/she resides and proof (in a form acceptable to the Sponsor) of satisfactory insurance; (viii) confirmed winner is solely responsible for all expenses that are not included in the prize description above, including, but not limited to, destination and freight charges, registration and license fees, insurance, additional accessories and all other costs associated with: (a) any upgrade or option package(s) that he/she may request (and that may be permitted by Sponsor in its sole and absolute discretion); (b) obtaining a valid driver's license, license plates, registration, insurance and/or fuel; and/or (c) taking delivery of the vehicle. **IMPORTANT NOTE: THE MSRP OF THE VEHICLE PRIZE AS NOTED ABOVE IS CURRENT AS OF JULY 11, 2019. UNDER NO CIRCUMSTANCES WHATSOEVER WILL ANY DIFFERENCE BETWEEN THE ACTUAL RETAIL VALUE OF THE VEHICLE AS AT THE TIME OF PRIZE FULFILMENT OR ANY OTHER TIME AND THE MSRP OF THE VEHICLE NOTED ABOVE BE AWARDED. FOR THE AVOIDANCE OF ANY DOUBT, THE PRIZE CONSISTS OF THE VEHICLE AND NOT THE ACTUAL VALUE OF THE VEHICLE.**

5. **VIDEO SUBMISSIONS:** Each Family will start and complete their road trip to their assigned destination between July 12 and 14, 2019 (the "Road Trip Period"). The Sponsor may in its discretion extend the Road Trip Period for all or some Families if it determines that it is necessary or appropriate to do so as a result of unforeseen events. Throughout the Road Trip Period, each Family is expected to create a video documenting their road trip to their assigned destination (the "Video"). Each Family must submit (via YouTube) one (1)

Video on July 19th, 2019 by 5 pm ET. To submit a Video, first, the Family Contact must have a YouTube account in his/her name for which the Family Contact has access and control. If the Family Contact does not have a YouTube account, they will need to create one. Go to https://www.youtube.com/create_channel to create a free account. Entrants are subject to YouTube's Terms of Use; these can be found at <https://www.youtube.com/static?gl=CA&template=terms>. Sponsor is not responsible in any way for any decisions YouTube makes regarding the Family Contact's YouTube Account. Once the Family Contact has a YouTube account,(i) the Video must be uploaded as unlisted to the Family Contact's YouTube account and (ii) send the YouTube link for the Video to adam@valiantproductions.tv. The Video must comply with YouTube's Terms of Use and the Video format and content requirements detailed in section 6 below.

6. **VIDEO FORMAT AND CONTENT:** Each submitted Video:
- a. must showcase the Family's road trip during the Road Trip Period. Examples of items to showcase include local attractions, food and scenic views, etc.;
 - b. must be between 30 and 60 seconds in length (any Video exceeding 60 seconds may be removed by the Sponsor in its sole and absolute discretion);
 - c. must not, in the sole and absolute discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content, including, but not limited to: crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct (including but not limited to the use of alcohol or drugs); personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
 - d. must demonstrate safe operation of the vehicle (including but not limited to wearing seat belts);
 - e. must be intended for family audience viewing and contain only content that, in the sole and absolute discretion of the Sponsor, is suitable for all persons, including persons under the age of 13;
 - f. must be submitted only once;
 - g. must not have been used for another contest or promotion;
 - h. must not contain any copyrighted works;
 - i. must not contain any third party trademarks or logos other than those of the Sponsor; and
 - j. must not violate any law, regulation or third party policies.

Important note: Spending additional money will not increase or otherwise impact your chances.

7. **DECLARATION OF CONSENT:** By entering this Contest and submitting a Video, the Family Contact:
- a. declares having obtained consent to participate in the Video from all individuals other than Family Members who appear in the Video (or, in the case of minors, the parent or legal guardian of such individuals);
 - b. declares the Video is unique, original and created solely by the Family Members;
 - c. declares he/she has the right to use, disseminate, publish, and distribute the Video (including without limitation for the purposes of this Contest in accordance with these Rules) without violating any laws or third-party rights;

- d. agrees to indemnify the Releasees (as defined below) for any expenses incurred from any claims resulting from the use and dissemination of the Video by Sponsor or any breach of these Rules;
 - e. gives Sponsor a worldwide, non-exclusive, royalty-free, sublicensable, transferable irrevocable license to use, reproduce, disseminate, publish, distribute, represent publicly, communicate to the public by telecommunication, make available, edit and modify the Video around the world and in perpetuity, in any type of media, with no further remuneration or notice whatsoever and, where appropriate, for all purposes related to Sponsor activities, including but not limited to dissemination through various media and on Chevrolet Canada's YouTube channel; and
 - f. waives all moral rights (and confirms that all Family Members have waived their moral rights) protecting the Video in favour of the Releasees.
8. **VIDEO VOTING PROCESS:** The Video voting process will take place between 10AM ET by July 29th, 2019 and 11:59:59 PM ET on August 11th, 2019 (the "Viewing Period"), online at www.chevrolet.ca/en/roadtrips and www.chevrolet.ca/fr/roadtrips. Each of the nine (9) road trip destination Videos will be showcased during the Viewing Period on Chevrolet Canada's YouTube channel. The three (3) Videos that receive the most eligible online votes (i.e., the most views through the Chevrolet Canada YouTube channel) during the Viewing Period (as determined by the Sponsor in its sole and absolute discretion) will move on to the judging as described in section 9 below. In the event of a tie at the end of the public voting process, the road trip destination Video will be selected from amongst the tied entries by a panel of judges applying the same process and scoring criteria as outlined under section 9 below.

An individual can vote on a Video more than once from the same device during the Viewing Period. When we say 'eligible' online votes, we mean that YouTube has systematic processes put in place to ensure that views are authentic and not from a 'bot'. YouTube removes fraudulent views which is why after watching a Video, the view count may freeze and not increase if the page is refreshed. YouTube will only register views that it has confirmed are legitimate.

All votes are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof (in a form acceptable to the Sponsor): (i) for the purposes of verifying the eligibility and/or legitimacy of any vote and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (ii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification of the applicable vote(s) that cannot be verified to the complete satisfaction of the Sponsor

IMPORTANT NOTE: Families and Family Members may encourage individuals to vote for a particular destination Video; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual's vote for any Video, nor may any Family or Family Member directly or indirectly associate their Video with any paid advertising. For example but without limitation, any attempt by Families or Family Members to increase the number of votes on a Video by launching a YouTube video

advertising campaign, such as using the Video as a paid advertisement that plays before an individual watches another video on YouTube, is a violation of these Rules. Any Family or Family Members determined by the Sponsor to be engaging in such behaviour is subject to disqualification, and the corresponding votes and/or Video is subject to disqualification in the sole and absolute discretion of the Sponsor.

IMPORTANT NOTE: THE NUMBER OF VOTES MAY OR MAY NOT APPEAR ON CHEVROLET CANADA'S YOUTUBE CHANNEL OR OTHERWISE, AS DETERMINED BY SPONSOR IN ITS SOLE DISCRETION. IN THE EVENT THAT THE NUMBER OF VOTES DO APPEAR ON CHEVROLET CANADA'S YOUTUBE CHANNEL OR OTHERWISE DOES NOT MEAN THAT THE VIDEO ASSOCIATED WITH THOSE VOTES IS OR WILL BE A FINALIST VIDEO. ANY OR ALL VOTES MAY BE VERIFIED (AND DISQUALIFIED IF DEEMED BY THE SPONSOR TO VIOLATE THE LETTER OR SPIRIT OF THESE RULES, AS DETERMINED BY THE SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) AT ANY TIME AND FOR ANY REASON. ANY SUCH PUBLIC DISPLAY VOTES OR VIEWS IS FOR ENTERTAINMENT PURPOSES ONLY. ONLY THE SPONSOR CAN DEEM A VIDEO TO BE ELIGIBLE FOR THE JUDGING IN SECTION 9 BELOW.

9. **JUDGING:** The judging process will take place between August 15th and August 16th , 2019 and will occur at the Chevrolet Headquarters at 1908 Colonel Sam Dr, Oshawa. The three (3) destination Videos who received the highest number of eligible votes (as determined pursuant to section 8 above) will be reviewed by judges appointed by the Sponsor. Each of such Videos will be assigned a score on the basis of the following equally weighted judging criteria: (i) creativity of the Videos submitted for the destination; and (ii) showcasing the destination's attractions and community. The destination associated with the Video that is awarded the highest score (as determined by the judges in their sole and absolute discretion) will be declared "The Most Road-Trippable Town in Canada" and the Family associated with that destination and Video will be eligible to win the Prize. Overall odds of being selected as the eligible winning Family depend on the number of eligible votes received during the Viewing Period and on the calibre of the Videos submitted in meeting the criteria identified above.

10. **PRIZE NOTIFICATION:** It is anticipated that the eligible winning Family will be notified between August 19 and August 23, 2019 through their Family Contact at the telephone number/or email address submitted with the Family's casting application. Return of any winner notification as undeliverable, inability to reach the Family Contact or failure of the Family Contact to respond to notification within three (3) days of first attempt by Sponsor or Sponsor's agent, failure to provide proof of eligibility (if requested), required Sponsor release documents, or other required documentation in a timely manner, or other non-compliance with these Rules may result in disqualification, forfeiture of the prize and, at Sponsor's sole discretion, awarding of the prize to the Family Contact of the Family with the next highest Video score as determined in accordance with these Rules, who will be subject to disqualification in the same manner. The prize will be awarded to the Family Contact for the eligible winning Family; Sponsor will not intervene in any decisions or conflicts that arise among members of the eligible winning Family – including, but not limited to, decisions or conflicts relating to the distribution of the prize as between Family members

The prize will be awarded at the Chevrolet dealership nearest to the place of residence of the Family Contact for the eligible winning Family, as determined by Sponsor in its sole and absolute discretion. The prize must be awarded within four (4) weeks of the completion of the judging.

None of the Releasees will be responsible for failed attempts to contact the Family Contact of the winning Family. To be declared the prize winner, the Family Contact of the eligible winning Family must: (a) sign a release form, which, among other things: (i) confirms compliance with these Rules and certifies eligibility; (ii) confirms acceptance of the prize as awarded, without substitution; (iii) releases the Sponsor, and/or its parent company, affiliated companies, subsidiaries, divisions, advertising and promotion agencies, YouTube, and all of their respective agents, employees, directors, officers, shareholders, successors and assigns (collectively, the "Releasees") from any liability in connection with the Event and the Contest and the prize; and (iv) agrees to the use of his/her name, names of each Family Member, address (city and province/territory) and image without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor.

11. **GENERAL:** By participating in the Event, the Family Contact on behalf of each Family member and agrees to abide by these Rules and the decisions of the Sponsor and/or the Contest judges with respect to all aspects of the Contest, which are final. The Contest is subject to all applicable federal, provincial and municipal laws.

The Family Contact on behalf of each Family member (and with respect to each Family Member who is over the age of majority in their province of residence, the Family Contact represents that he/she has obtained their consent to do so) consents to the use of the image, name and address (city and province) of each Family member without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Event and the Contest. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any Family has attempted to use any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to participate in or to disrupt this Contest; then the Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Rules.

The Releasees will not be liable for any failure of any Contest related website or any social media platform (including without limitation YouTube), and do not assume any responsibility for incorrect or inaccurate capture of any Video, technical malfunctions, human or technical error, tampering, including the use of bots, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The sole determinant of the time for the purposes of submission of a Video in this Contest will be the Contest server machine(s). In the event it is determined that an entrant has entered in a fashion not sanctioned by these Rules, the entrant will be disqualified.

12. **CONTEST CHANGES AND CANCELLATION:** The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie")

in the Province of Québec, to the extent applicable, to terminate, 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, such as tampering, the Sponsor reserves the right with the consent of the Régie, to cancel the Contest. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest, including, but not limited to, any damage to an entrant's mobile phone, computer equipment, system, software or any combination thereof, as a result of the entrant's participation in this Contest.

13. **RESIDENTS OF QUEBEC:** 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 board only for the purpose of helping the parties reach a settlement.
14. **DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Event or Contest-related materials, including, but not limited to: the French rules, the registration form, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.
15. **PERSONAL INFORMATION:** Personal information collected as part of this Contest will be collected, used and disclosed by the Sponsor to administer the Contest and as otherwise set out in these Official Rules. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit <http://www.gm.ca/gm/english/corporate/about/privacy/overview>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.
16. The Contest is in no way sponsored, endorsed or administered by, or associated with YouTube. YouTube is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to YouTube.