

Ford Always Racing Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING

1. **Eligibility:** Ford Always Racing (the "Sweepstakes") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least eighteen (18) years old at the time of entry beginning April 24, 2014. Employees, contractors, directors, their employees and officers of Ford Motor Company, its dealers, its subsidiaries and affiliated companies, participating retailers, advertising, fulfillment, and promotion agencies, and their immediate family members and those living in their same households are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
2. **Sponsor:** Ford Motor Company, One American Road, Dearborn, MI 48126. Administrator: CCo Communication, Inc., d.b.a. PCGCampbell, 3200 Greenfield Road, Suite 280, Dearborn, MI 48120.
3. **Timing:** The Sweepstakes begins on April 24, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on November 23, 2014 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.
4. **How To Enter:** There are two (2) ways to enter the Sweepstakes;

Online Entry: Complete an official entry form found at www.FordAlwaysRacing.com.

At-Track Entry: Consumers may also register at-track to race other Ford Racing Fans at the Ford Flyer engagement. Each drawing will be held from among all eligible entries who participate in the Ford Flyer engagement at selected races where the Ford Racing display is present. See potential Ford Racing display locations and dates below.

1. Richmond International Raceway, April 25 – 26, 2014
2. Michigan International Speedway, June 13 – 15, 2014
3. Kentucky Speedway, June 26 – June 28, 2014
4. Bristol Motor Speedway, August 20 – 23, 2014
5. Homestead-Miami Speedway, November 14 – 16, 2014

Sponsor may not display at all events and reserves the right to add, change and/or cancel its intentions to display at any or all of the above locations, at any time, without notice. You will be asked to provide your first and last name, mailing address, phone number and email address (optional). You may also be asked to answer optional questions; however, they need not be answered in order to be eligible for the Sweepstakes. One entry into the Sweepstakes per person is allowed. Sponsor is not responsible for late, lost, illegible, incomplete, mutilated,

misdirected, duplicate, or stolen entries, which will be disqualified. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned.

To participate in the engagement, age, height and weight requirements will be enforced on site. Only consumers 18 years or older will be eligible to win the prize(s). Grand Prize Winners are not eligible to win the Bonus Prize.

5. **Grand Prize Drawing:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select two (2) potential Sweepstakes winners from all online eligible entries received between April 24, 2014 to October 26, 2014, and winners will be notified on or around October 27, 2014. Non-winning online entries will be carried over to Bonus Prize drawing. Administrator will randomly select four (4) potential Sweepstakes winners from all eligible Ford Flyer participant entries from amount the four (4) NASCAR Sprint Cup Series™ races where the engagement was present, starting on or around April 25, 2014 and concluding on or around October 26, 2014, and will be notified no later than October 27. All Grand Prize winners will be notified by mail, email or phone. The winners will be required to sign and return to Sponsor, within five (5) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. If the winners cannot be contacted or fails to sign and return the Affidavit of Eligibility, Liability & Publicity Release within the required time period, potential winner forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings for the Grand Prize will be held after which the Grand Prize will remain un-awarded.
6. **Bonus Prize Drawing:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select one (1) potential Sweepstakes winner from all online eligible entries received during April 24, 2014 to November 23, 2014, and winner will be notified on or around November 24, 2014. Administrator will randomly select one (1) potential Sweepstakes winner from all eligible first time Ford Flyer participant entries following the Ford EcoBoost 400 NASCAR Sprint Cup Series™ race in Miami, on November 16, 2014. Both Bonus Prize winners will be notified by mail, email or phone. The winners will be required to sign and return to Sponsor, within five (5) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. If the winners cannot be contacted or fails to sign and return the Affidavit of Eligibility, Liability & Publicity Release within the required time period, potential winner forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings for the Bonus Prize will be held after which the Bonus Prize will remain un-awarded.

7. Prizes:

Grand Prize: Six (6) randomly selected “Ford Always Racing” Winner(s) will win the prize package outlined below:

- One (1) VIP Ford Championship Weekend Trip for two (2):
 - Round-trip air economy class transportation (specific air carrier to be chosen at Sponsor’s sole discretion) for two (2) from a major US airport close to winner’s residence to a major US airport close to race location (Homestead-Miami Speedway)
 - Hotel accommodations [one (1) room, standard, double occupancy] for four (4) nights in or around race location during confirmed race weekend dates (Thursday, November 13, 2014 – Monday, November 16, 2014)
 - Ground transportation to/from hotel and track, including round-trip airport transfer
 - One (1) Ford Racing apparel gift package
 - One (1) \$150 Visa gift card
 - Two (2) Suite tickets to the NASCAR Nationwide Series™, Ford EcoBoost 300 race, November 15, 2014
 - Two (2) Suite tickets to the NASCAR Sprint Cup Series™, Ford EcoBoost 400 race, November 16, 2014
 - Opportunity to race a Ford Flyer against a Ford Driver
 - VIP Tour/Driver Meet & Greet

Approximate Retail Value: \$3,375 per winner

Bonus Prize: Two (2) randomly selected “Ford Always Racing” Winner(s) will win the prize package outlined below:

- One (1) VIP NASCAR Champions Week Trip for two (2):
 - Round-trip air economy class transportation (specific air carrier to be chosen at Sponsor’s sole discretion) for two (2) from a major US airport close to winner’s residence to a major US airport close to Champions Week
 - Hotel accommodations [one (1) room, standard, double occupancy] for three (3) nights in or around Champions Week location during confirmed dates (Wednesday, December 3, 2014 – Saturday, December 6, 2014)
 - Ground transportation to/from hotel to Champions Week events, including round-trip airport transfer
 - One (1) Ford Racing apparel gift package
 - One (1) \$150 Visa gift card
 - Two (2) tickets to the Ultimate Driver Tell-All – NASCAR After The Lap
 - Two (2) tickets to the NASCAR Banquet

Approximate Retail Value: \$4,500 per winner

8. **Prize Restrictions/Conditions:** Prize is non-transferable, non-exchangeable and non-refundable. No cash or other prize substitution, except by the Sponsors, in whole or in part, in their sole discretion. The Grand Prize Winners and Bonus Prize Winners are solely responsible for any sales taxes on prize and any expenses not listed herein relating to acceptance and use of a prize. Sponsor reserves the right to substitute the prize for one of equal or greater value if

the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depends on the number of eligible entries received during the Promotion Period.

9. **Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.
10. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration or notification of permission.
11. **General Conditions:** Ford Motor Company (Sponsor), its dealers, CCO Communications, Inc. (dba PCGCampbell) and its affiliates and each of their respective parent entities, affiliates and subsidiaries, and each of their respective employees, shareholders, officers, directors, members, agents, successors, and assigns, and each of their respective agencies, personnel, subsidiaries and any other company associated (collectively, the "Released Parties") with this program are not responsible for late, undeliverable, misdirected, or for any computer, on-line, telephone or technical malfunctions that may occur. Unintelligible or incomplete entries will be disqualified. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. No automated entries (including but not limited to entries made using any script, bot, macro or sweepstakes service), or mechanical reproductions will be accepted. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entries must be submitted by the entrant. All entries become the property of Sponsor and will not be returned to entrant. If the winning entry is an Internet or other computer entry, potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. Sponsor reserves the right, at its sole discretion, to suspend or terminate any portion of the Sweepstakes, and Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
12. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of

the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. **Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.
14. **Entrant's Personal Information:** Personal information collected from entrants is subject to the Privacy Statement located at www.FordAlwaysRacing.com. By entering the Sweepstakes, you expressly agree to the terms of the Privacy Statement.
15. **Sweepstakes Results:** For Sweepstakes results and/or a copy of these Official Rules, Please visit www.FordAlwaysRacing.com .