

Harley-Davidson® - Rolling USA “Laconia” 2022 Official Rules

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

Overview: The “Harley-Davidson® - Rolling USA Laconia 2022” (the “Promotion”) consists of a sweepstakes (the “Sweepstakes”) and a motorcycle prize drawing that will award a motorcycle prize among selected winners of the Sweepstakes (the “Motorcycle Prize Drawing”). **In order to qualify for the Motorcycle Prize, each Grand Prize winner must be present at the Rolling Laconia Bike Giveaway event (“Event”) on or around June 18, 2022 at the New Hampshire Motor Speedway 1122 NH-106, Loudon, NH 03307.**

The Sweepstakes: Prior to the start of the Sweepstakes, the Sponsor will provide certified participating Harley-Davidson® dealers (each a “Participating Dealer”) with Fifty (50) “codes” (each a “Code”). You will be encouraged to visit a Participating Dealer, participate in various activities to collect Codes, and visit the Website to enter the Code(s) for Sweepstakes entries. [Click here](#) for a complete list of Participating Dealer locations. For a complete list of activities to receive Codes, see Section 4 below. Section 4 also outlines how you may receive Sweepstakes entries without visiting a Participating Dealer location and engaging in the outlined activities.

The Motorcycle Prize Drawing: The Sponsor will award the Motorcycle Prize among the ten (10) Grand Prize winners determined in the Sweepstakes (each a “Motorcycle Prize Drawing Qualifier”; or collectively each a “Qualifier”) for the opportunity to win the Motorcycle Prize. See Section 5 below for complete details.

1. Eligibility: 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. Employees of Harley-Davidson, Inc. (“Sponsor”), and its Dealers and retailers, affiliates, sales representatives, distributors, and promotional and other vendor agencies, Mighty Loud, Inc., Merkle Inc. (“Administrator”), their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors involved in the promotion, and the immediate family (parent, spouse, including common law spouse, sibling, child, grandparent, grandchild, regardless of where they reside) and household members of all such employees, are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void outside the listed states and where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Harley-Davidson Motor Company, Inc., 3700 W. Juneau Ave, Milwaukee, WI 53208.
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on April 11, 2022 at 12:00 a.m. Eastern Time (“EST”) and ends on May 22, 2022 at 11:59 p.m. EST (the “Promotion Period”). Administrator’s computer is the official time-keeping device for the Sweepstakes.

The Motorcycle Prize Drawing will occur approximately on or about June,1 2022. Sponsor’s computer is the official time-keeping device for the Motorcycle Prize Drawing.

4. How to Register and Enter the Sweepstakes:

How to Register: During the Promotion Period, visit www.RollingUSA2022.com (“Website”) and follow the links and instructions to complete and submit the registration form including your full name and valid email address. Then, on your first visit only, you will be asked to select your Dealer, from a provided list.

You automatically will receive one (1) Sweepstakes entry. Limit: You may receive one (1) Sweepstakes entry during the Promotion Period for registering for the Sweepstakes. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Sweepstakes entries (as outlined below) by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

How to Receive Sweepstakes Entries: There are multiple ways to earn additional Sweepstakes entries, as outlined below. **You may participate in each method of entry but may only receive up to five (5) additional Sweepstakes entries per calendar day, with a maximum of a hundred (100) additional Sweepstakes entries during the Promotion Period, regardless of method or combination of methods of entry.**

- a) Make a Service Appointment: During the Promotion Period, visit a Participating Dealer to make a service appointment. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without making a service appointment at a Participating Dealer, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – Service Appointment," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either making a service appointment **or** sending in a mail-in, as outlined above.

- b) Take a Test Ride: During the Promotion Period, visit Participating Dealer and take a test ride. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without taking a test ride at a Participating Dealer, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – Test Ride," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either taking a test ride **or** sending in a mail-in, as outlined above.

- c) JUMPSTART at Dealer: During the Promotion Period, schedule a JUMPSTART Rider Experience with a Participating Dealer offering a JUMPSTART and complete the JUMPSTART experience at the Participating Dealer. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries. **The JUMPSTART experience is only available in limited locations.**

To earn additional Sweepstakes entries without jumpstart at Participating Dealer, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – JUMPSTART," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either JUMPSTART at a dealer **or** sending in a mail-in, as outlined above.

- d) Make a General Merchandise or Parts & Accessories Purchase: During the Promotion Period, visit a Participating Dealer and make a General Merchandise or Parts & Accessories purchase (no minimum purchase required). Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without making a General Merchandise or Parts & Accessories purchase, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – General Merchandise or Parts & Accessories_Purchase," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either making a purchase **or** sending in a mail-in, as outlined above.

- e) Make a Motorcycle Purchase: During the Promotion Period, visit a Participating Dealer and make a purchase of a Harley-Davidson motorcycle. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without making a motorcycle purchase, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – Motorcycle Purchase," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be

deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either making a purchase **or** sending in a mail-in, as outlined above.

- f) Engage in Conversation with a Dealer Employee: During the Promotion Period, visit a Participating Dealer and ask to speak to a Dealer employee. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without engaging in a conversation with a Dealer employee, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Harley-Davidson Rolling USA – Conversation,” c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either engaging in a conversation **or** sending in a mail-in, as outlined above.

- g) Attend a Dealer Event: During the Promotion Period, visit a Participating Dealer and attend a qualifying Dealer event. Events include: any Participating Dealer event. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without attending a Dealer event, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Harley-Davidson Rolling USA – Dealer Event,” c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either attending a Dealer event **or** sending in a mail-in, as outlined above.

- h) Attend a HOG® meeting: During the Promotion Period, attend a HOG® meeting at a Participating Dealer. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without attending a HOG® meeting, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Harley-Davidson Rolling USA – HOG meeting,” c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will

receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either attending a HOG® meeting **or** sending in a mail-in, as outlined above.

- i) Show your HOG® Card: During the Promotion Period, visit a Participating Dealer and show your HOG® card. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without showing your HOG® card, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – HOG Card," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either showing your HOG® card **or** sending in a mail-in, as outlined above.

- j) Participate in a Dealer Ride: During the Promotion Period, participate in a Participating Dealer ride. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without participating in a Dealer Ride, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – Dealer Ride," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either participating in a Dealer ride **or** sending in a mail-in, as outlined above.

- k) Volunteer at a Dealer Event: During the Promotion Period, volunteer at a Participating Dealer Event. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without volunteering at a Participating Dealer event, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA –

Volunteer," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either volunteering in a Dealer Event **or** sending in a mail-in, as outlined above.

- l) Schedule a Safety Inspection of your Motorcycle: During the Promotion Period, schedule a safety inspection of your motorcycle at a Participating Dealer. Once you do so, you will receive a Code. Follow the links and instructions on the Website to enter the Code. Once your Code is validated, you will receive two (2) Sweepstakes entries.

To earn additional Sweepstakes entries without getting a Safety Inspection, print your name, address, day and evening phone numbers, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Rolling USA – Safety Inspection," c/o Merkle Inc., P.O. Box 5022, Department 851212, Kalamazoo, MI 49003-5022. You will receive two (2) additional Sweepstakes entries. Limit: One (1) request for two (2) additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by May 23, 2022 and received by May 30, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive two (2) additional entries into the Sweepstakes during the Promotion Period for either getting a safety inspection **or** sending in a mail-in, as outlined above.

5. Grand Prize Sweepstakes Drawings and Motorcycle Prize Drawing Winner Determination: Grand Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential Grand Prize winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select each potential Sweepstakes Grand Prize winner from all eligible entries received during the Promotion Period, on or around June 1, 2022. The potential Grand Prize winners will be notified by email or phone. Each potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within forty-eight (48) hours of the date notice or attempted notice is sent, in order to claim his/her/their prize.

If a potential winner of any Grand Prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her/their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable Grand Prize to an alternate winner, time permitting, by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the applicable Grand Prize will remain un-awarded.

Motorcycle Prize Drawing Winner Determination: Each confirmed Sweepstakes Grand Prize winner must be present at the Event or he/she/they forfeits the opportunity for a chance at winning the Motorcycle Prize. Sponsor will randomly select and award the potential Motorcycle Prize to one (1) of the confirmed Grand Prize winners on or around June 1, 2022 at the Event (location: New Hampshire Motor Speedway 1122 NH-106, Loudon, NH 03307). If the potential Motorcycle Prize winner fails to provide any other requested information within the required time period (if applicable), the potential Motorcycle Prize winner

forfeits his/her/their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the Motorcycle Prize to an alternate confirmed Grand Prize winner by random drawing. Only three (3) alternate drawings will be held, after which the Motorcycle Prize will remain un-awarded. The Motorcycle Prize winner will be contacted regarding the fulfillment of the prize within 8-10 weeks of the conclusion of the Motorcycle Prize Drawing and the prize will be fulfilled by the designated Dealer as soon as it becomes available.

6. Prizes:

Sweepstakes:

TEN (10) GRAND PRIZES: Each winner will have a chance to attend the Event for a chance at winning the Motorcycle Prize. Prize package consists of one (1) night's accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy) on June 18 2022 and one (1) Visa® Prepaid Card* to assist with travel expenses to the Event.

Each winner will be required to present his/her/their valid government Identification Card in order to enter and participate in the Event or he/she/they forfeit the opportunity to attend the Event for a chance at winning the Motorcycle Prize.

*If trip destination to the Event is less than 250 miles from the winner's residence, winner will be provided one (1) \$250.00 Visa® Prepaid Card for driving expenses. Approximate Retail Value ("ARV") of each Prize: \$619.00. If trip destination to the Event is more than 250 miles from the winner's residence, winner will be provided one (1) \$900.00 Visa® Prepaid Card for driving expenses. **Visa® Prepaid Cards will be provided at the Event.** ARV of each Prize: \$1,269.00.

All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, airfare, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner.

Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period.

Motorcycle Prize - Awarded to one (1) of the confirmed Grand Prize winners:

ONE (1) MOTORCYCLE PRIZE: The winner will receive one (1) Harley-Davidson Pan America 1250 Special motorcycle and one (1) lifetime HOG membership. Sponsor will determine all features of motorcycle including but not limited to color and details, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner must have a valid driver's license and the ability to ride a two-wheeled motorcycle and will be required to provide proof of insurance at time of delivery. Winner is responsible for title, license, registration and dealer preparation costs, insurance, sales tax, and other fees associated with the prize. Winner must take delivery of motorcycle from the dealer designated by Sponsor. ARV: \$20,999.00.

Odds of winning the Motorcycle Prize depend on the number of confirmed Grand Prize winners, up to 1:10.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a 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. Limit: one (1) Grand Prize and one (1) Motorcycle Prize per person. **IMPORTANT NOTE: IF YOU WIN A GRAND PRIZE AND/OR MOTORCYCLE PRIZE IN THIS PROMOTION OR HAVE PREVIOUSLY WON A GRAND PRIZE OR**

MOTORCYCLE PRIZE IN A ROLLING USA 2022 PROMOTION, YOU WILL NOT BE ELIGIBLE TO WIN ANY ADDITIONAL GRAND PRIZE OR MOTORCYCLE PRIZE PRIZE(S) IN ANY CURRENT OR FUTURE PROMOTION. Total ARV of all prizes: \$33,689.00.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Mighty Loud, Inc. 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 Promotion or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Promotion constitutes each 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.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes or the Motorcycle Prize Drawing, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or the Motorcycle Prize Drawing, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. 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, the Motorcycle Prize Drawing or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Motorcycle Prize Drawing 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. 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 or the Motorcycle Prize Drawing; (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 or the Motorcycle Prize Drawing; (4) technical or human error which may occur in the administration of the Sweepstakes or the Motorcycle Prize Drawing 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, the Motorcycle Prize Drawing 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, if it is possible. 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.

11. 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, the Motorcycle Prize Drawing 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, the Motorcycle Prize Drawing, 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.harley-davidson.com/us/en/footer/utility/privacy-policy.html>.

13. Winner List: For a winner list, visit <https://bit.ly/3ECdSsA>. The winner list will be posted after winner confirmation is complete.

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