

Cool Down with Certified Service Winter Tire Contest | 2024

1. CONTEST PERIOD

The contest is held by Atlantic Certified Service Dealer's Marketing Association (the "Contest Organizer"). The contest begins at 9 a.m. AST on June 12, 2024 and ends at 11:59 p.m. AST on July 31, 2024 (the "Contest Period").

2. ELIGIBILITY

No purchase necessary.

The contest is open to all residents of the four Atlantic provinces (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador) who have reached the age of majority in their province of residence at the time of entry. Employees, representatives and agents (and those with whom such persons are domiciled, whether related or not) of the Contest Organizer, General Motors of Canada Company, and any of their respective affiliates, suppliers of prizes, dealers, advertising/promotion agencies, and any other person directly involved in the organization of this contest, as well as their immediate family members (parents, siblings, children, and spouses or common-law partners) and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively with the Contest Organizer, the "Contest Parties") are not eligible.

3. HOW TO ENTER

No purchase is required. To enter, complete and submit the entry form online at cstires.ca at any time during the Contest Period.

There is a limit of one entry per person during the Contest Period.

If it is discovered by Contest Organizer (using any evidence or other information made available to or otherwise discovered by the Contest Organizer) that an individual has attempted to submit more than one (1) entry, all contest entry submissions (other than the first) will be disqualified (as determined by the Contest Organizer in its sole and absolute discretion). An entry may be rejected if (in the sole and absolute discretion of the Contest Organizer) the entry is not fully completed with all required information and submitted and received in accordance with these rules during the Contest Period.

Further, if it is discovered by Contest Organizer (using any evidence or other information made available to or otherwise discovered by the Contest Organizer) that an individual has attempted to use multiple names, multiple identities, multiple email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Contest Organizer's interpretation of the letter and/or spirit of these rules to enter or otherwise participate in or to disrupt this contest, then such participant may be disqualified from the contest in the sole and absolute discretion of the Contest Organizer.

4. PRIZES

There are ten (10) prizes available to be won, each consisting of one (1) set of four (4) Bridgestone winter tires, up to a maximum retail value of \$1,500, taxes excluded, for any make and type of passenger and light truck tires. If the winner chooses tires that exceed the

maximum prize value above, they will be charged for the extra cost. Except as expressly provided for in these rules, any costs or expenses incurred by a winner in claiming or using their prize will be the responsibility of the winner. Without limitation, the winner will be responsible for the installation, applicable extra cost, taxes and any other fees associated with the tires. If a winner chooses a tire that's not available, the winner can use any Bridgestone/Firestone tire with similar value.

5. METHODS OF AWARDING PRIZES

A random draw among all eligible entries will be held at 11 a.m. AST on August 20, 2024, at the Contest Organizer offices in Oakville, ON. The odds of winning depend on the number of eligible entries submitted and received in accordance with these rules during the Contest Period.

All selected contest entrants will be contacted by telephone or email and will need to do the following in order to officially be declared a winner: a) reply to the message from the Contest Organizer informing them of their selection within five (5) business days of the notification, b) correctly answer without assistance a time-limited mathematical skill-testing question to be administered over the telephone or by email, and c) fill out and sign the declaration and waiver form (the "Declaration Form") which (among other things): (i) confirms compliance with these rules; (ii) acknowledges acceptance of the prize (as awarded); (iii) releases the Contest Organizer and all of the other Released Parties (as defined below) from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of their name, city and province/territory of residence, voice, statements about the contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Organizer in any manner whatsoever, including print, broadcast or the internet. Once the selected entrant has received the email with the Declaration Form from the Contest Organizer, they will have five (5) business days to return the completed form. Failure to meet these terms and conditions or any other terms and conditions in these contest rules will result in the entrant's disqualification, and another random draw will be held from the remaining eligible entries to award the prize using the process above.

6. CLAIMING OF PRIZES

Official winners will receive an email confirmation of their prize within five (5) days of receipt of their duly completed Declaration Form and they will have until December 31, 2024, to claim their prize from a participating Certified Service dealer in any of the 4 Atlantic Canada provinces. Failure to do so will result in a forfeit of the entrant's right to their prize without further delay or notice.

There is a limit of one (1) prize per person and per residence during the Contest Period.

7. GENERAL RULES

All entries and Declaration Forms are subject to verification at any time and for any reason. The Contest Organizer reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Organizer – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry and/or other information entered (or purportedly entered) for the purposes of this contest; and/or (iii) for any other reason the Contest Organizer deems necessary, in its sole and absolute discretion, for the purposes of administering this contest in accordance with the Contest Organizer's interpretation of the letter and spirit of these rules. Failure to provide such proof to the complete satisfaction of the Contest Organizer within the timeline specified by the Contest Organizer may result in disqualification in the sole and absolute discretion of the Contest Organizer. The sole determinant of the time for the purposes of this contest will be the official time-keeping device(s) used by the Contest Organizer.

Any entry form or Declaration Form that is deemed incomplete, illegible, mutilated or fraudulent, that is recorded or transmitted late, that contains an invalid email address or phone number, or that is otherwise non-compliant may be rejected and will be declared ineligible for an entry or a prize, as applicable.

The Contest Organizer reserves the right to disqualify any entrant who enters or attempts to enter the contest using a method that violates these contest rules or gives them an unfair advantage over the other entrants.

Any entrant who deliberately attempts to damage the contest website or any other related website or interfere with the contest will be in violation of civil and criminal law. The Contest Organizer reserves the right to reject the entry of anyone who makes such an attempt.

Prizes must be accepted as described in these rules and may not be transferred to another person, substituted for another prize, or exchanged in full or in part for cash, except that the Contest Organizer reserves the right in its sole and absolute discretion to substitute a prize, in whole or in part, for another prize of equal or greater value including without limitation a cash prize.

Neither the Contest Organizer, nor any of the other Released Parties (as defined below) makes any representation or offers any warranty, express or implied, as to the quality or fitness of the prize awarded in connection with the contest. To the fullest extent permitted by applicable law, each winner understands and acknowledges that they may not seek reimbursement or pursue any legal or equitable remedy from either the Contest Organizer or any of the other Released Parties should the prize (or any portion thereof) fail to be fit for its purpose or is in any way unsatisfactory. All entrants selected to win a prize acknowledge that the only guarantee applicable to their prize is the usual one provided by the manufacturer.

Liability limit: By entering the contest, the winning entrants release and hold harmless the Released Parties from and against any damage resulting from the acceptance or use of the prize.

Operation of the website. The Contest Organizer in no way guarantees that the Contest website or any related website will be accessible or functional for the entire Contest Period or that they will be free of errors. The Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "Released Parties") are not

responsible for (and have no liability in relation to) late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void). Facsimiles and/or photocopies of entries will not be accepted.

The Contest Organizer and the other Released Parties will not be liable for: (i) any failure of any website, platform or device during the contest; (ii) any malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an entry, the Contest Organizer reserves the right, in its sole and absolute discretion, to deem the entry to have been submitted by the authorized account holder of the email address submitted on the entry at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Contest Organizer – including, without limitation, government issued photo identification) that they are the authorized account holder of the email address associated with the entry in question.

Contest modification. The Contest Organizer reserves the right, if necessary, at its sole discretion to wholly or partially cancel, modify or suspend the contest due to any human intervention or other occurrence that may corruptly or adversely affect the administration, security, impartiality, or normal operation of the contest as indicated in these contest rules. By entering this contest, all entrants selected for a prize authorize the Contest Organizer and their representatives to use, where required, their name, photograph, likeness, voice, place of residence, and/or statement in connection with their prize for advertising purposes, without compensation of any kind.

No communication or correspondence related to this contest will be exchanged with entrants except as provided for in these contest rules or at the Contest Organizer's initiative.

Entrants' personal information collected for the purposes of the contest will be used only for contest administration. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.

Any decision by the Contest Organizer or their representatives regarding this contest is final and without appeal.