

**THIS CONTEST IS OPEN TO ONTARIO RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW**

1. KEY DATES:

The Contest (the “Contest”) begins on October 1, 2020 at 12:00:00 a.m. Eastern Time (“ET”) and ends on October 31, 2020 at 11:59:59 p.m. ET (the “Contest Period”). For the purposes of this Contest, there will be a total of four (4) weeks (each, a “Week” and collectively the “Weeks”) as follows:

Week	Start Date (all 12:00:00 a.m. ET)	Start Date (all 11:59:59 p.m. ET)	Draw Date
1	October 1, 2020	October 10, 2020	October 14, 2020
2	October 11, 2020	October 17, 2020	October 21, 2020
3	October 18, 2020	October 24, 2020	October 28, 2020
4	October 25, 2020	October 31, 2020	November 4, 2020

2. ELIGIBILITY:

The Contest is open to residents of Ontario who are eighteen (18) years of age or older at the time of entry; except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Ontario Honda Dealers Association (the “Sponsor”), Honda Canada Inc., their respective parent companies, subsidiaries, affiliates, prize suppliers, dealers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, implementation, administration or fulfillment of the Contest (collectively with the Sponsor, the “Contest Parties”). By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “Rules”).

3. HOW TO ENTER:

There are two (2) ways to enter the Contest, as follows:

PURCHASE: To enter via this method of entry, an eligible entrant must visit an authorized Ontario Honda Dealer during the Contest Period during normal operating hours. An eligible entrant will automatically earn one (1) entry (the “Entry”) when he/she purchases, leases or finances a new previously unregistered 2020 Honda Civic (excluding Type R) (an “Eligible Vehicle”) from an authorized Ontario Honda Dealer during the Contest Period (an “Eligible Transaction”). The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries, Eligible Vehicles, Eligible Transactions and/or entrants.

NO PURCHASE NECESSARY: To obtain one (1) Entry in the Contest without completing an Eligible Transaction, print your first name, last name, telephone number, complete mailing address (including postal code), age and signature on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 100 word or more unique and original essay stating why you would like to drive a new Honda Civic to: Honda Canada Inc. Attn. Central Zone Manager, 180 Honda Boulevard, Markham, ON L6C 0H9 (collectively, the “Request”). Upon receipt of your Request in accordance with these Rules, you will receive one (1) Entry in the Contest. To be eligible, your Request must: (i) be received separately in an envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked during the Contest Period and received prior to the applicable Draw Date (as outlined above in Rule 1). The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “Released Parties”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Requests (all of which are void).

4. ENTRY LIMIT:

There is a limit of one (1) Entry per person during the Contest, regardless of the method of entry. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry (regardless of the method of entry); and/or (ii) use multiple names, multiple identities and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt a Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible information (all of which is void). The sole determinant of the time for the purposes of a Contest will be the official time-keeping device(s) of the Sponsor.

5. VERIFICATION:

All Entries, Requests, Eligible Transactions, Eligible Vehicles and entrants 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 of identity and/or eligibility (in a form acceptable to the Sponsor – 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, Request, Eligible Transaction and/or other information for the purposes of this Contest; and/or (iii) 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 letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeframe specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

6. THE PRIZES:

In relation to each Week during the Contest Period, there will be one (1) Prize (each, a “Prize” and collectively, the “Prizes”) available to be won. There are a total of four (4) Prizes available to be won in this Contest (one Prize in relation to each Week). Each Prize consists of a cheque payable to the confirmed winner in the amount of the selling price (inclusive of applicable fees and taxes) of the Eligible Vehicle associated with the confirmed winner’s Eligible Transaction (the “Eligible Transaction Value”). The Eligible Transaction Value: (i) will be determined by Sponsor in its sole and absolute discretion; (ii) does not include cost of borrowing or costs associated with negative trade equity for Lease and Finance transactions; and (iii) will differ depending on the Eligible Transaction and Eligible Vehicle in question.

By way of example only, if the confirmed winner is determined by Sponsor to have an Eligible Transaction Value of \$25,000 – then his/her Prize will be a cheque for \$25,000.

In the event of a confirmed winner who has earned his/her winning Entry by submitting a Request, the value of the applicable Prize will be calculated by the Sponsor, in its sole and absolute discretion, as the median Eligible Transaction Value based on all Eligible Transactions made during the applicable Week of the Contest Period. Each Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions are permitted, except at Sponsor’s option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize a prize or prizes of equal or greater value.

7. WINNER SELECTION AND ODDS OF WINNING:

On each Draw Date identified in Rule 1 in Toronto, ON at approximately 4:00 p.m. ET (each, a “Draw Date”), one (1) eligible entrant will be selected by random draw from among all eligible Entries submitted and received to date during the Contest Period in accordance with these Rules by the close of the Week immediately preceding the applicable Draw Date. The odds of winning depend on the number of eligible Entries submitted and received to date during the Contest Period in accordance with these Rules by the close of the Week immediately preceding the applicable Draw Date. NON-WINNING ELIGIBLE ENTRIES AUTOMATICALLY CARRY FORWARD TO BE INCLUDED IN SUBSEQUENT WEEK(S).

8. WINNER NOTIFICATION:

After each Draw Date, the Sponsor or its designated representative will make a minimum of three (3) attempts to contact the eligible winner within five (5) business days of the applicable Draw Date. If the eligible winner cannot be contacted within five (5) business days of the applicable Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received to date during the Contest Period in accordance with these Rules by the close of the Week immediately preceding the applicable Draw Date (in which case the foregoing provisions of this section shall apply to such newly eligible winner).

9. WINNER CONFIRMATION:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS THE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, each eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within five (5) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her 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 his/her name, city 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 Sponsor in any manner whatsoever, including print, broadcast or the internet. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received to date during the Contest Period in accordance with these Rules by the close of the Week immediately preceding the applicable Draw Date (in which case the foregoing provisions of this section shall apply to such newly eligible winner).

10. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR’S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) the failure of any information to be received, captured or recorded for any reason; and/or (ii) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of the Sponsor’s interpretation of the letter and spirit of these Rules. The Sponsor reserves the right to refuse participation by any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter (all as determined by the Sponsor in its sole and absolute discretion). In its sole and absolute determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error(s), problem(s), tampering, unauthorized intervention, fraud or failure(s) of any kind whatsoever.

Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (www.HondaOntario.com). 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.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or information with these Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited, to point of sale, television, print or online advertising, any instructions or interpretations of these Rules given by an employee of the Sponsor or any dealer; the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

The invalidity or unenforceability of any provision of these 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 Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.