

HONDA FOUR MILLION VEHICLES SOLD IN CANADA! CONTEST

THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA
AND IS GOVERNED BY CANADIAN LAW

1. KEY DATES:

The *Honda Four Million Vehicles Sold in Canada!* Contest (the "Contest") begins on **1 July 2017 at 12:00:00 a.m.** Eastern Time ("ET") and ends on **31 July 2017 at 11:59:59 p.m.** ET (the "Contest Period").

2. ELIGIBILITY TO ENTER:

The Contest is open only to residents of Canada who have reached the legal age of majority in their province/territory of residence at the time of entry, except employees (current and retired), representatives or agents (and those with whom such persons are living, whether related or not) of Honda Canada Inc. (the "Sponsor") and Honda Canada Finance Inc., and their respective distributors, representatives, agents, sponsors, parent companies, subsidiaries, affiliates, prize suppliers, dealers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the "Contest Parties").

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the "Rules"), which can be accessed at any time during the Contest Period at https://www.honda.ca/Content/honda.ca/5b5be76c-24a4-4e66-98df-db2e20a8695e/GenericContent_FFH/4Million-EN.pdf.

4. HOW TO ENTER:

NO PURCHASE NECESSARY. You can earn one (1) Entry (each an "Entry" and collectively, the "Entries") to the Contest, as follows:

1. **By purchasing a Honda automobile during the Contest Period:** All eligible purchasers (cash, lease or finance) of a new and previously unregistered Honda vehicle in Canada from an authorized Honda dealer (eligible Honda vehicles: Fit, Civic Coupe/Sedan/Hatchback, Accord Coupe/Sedan/Hybrid, HR-V, CR-V, Pilot, Odyssey, or Ridgeline (each an "Eligible Honda Vehicle")) between 1 July 2017 and 31 July 2017 will be automatically eligible to receive one (1) Entry to the Contest;

OR

2. **By Alternative Method of Entry:** To obtain one (1) Entry in the Contest without providing any content, print your first name, last name, telephone number, email address and complete mailing address (including postal code) on a plain white piece of paper and mail it (in an envelope with sufficient postage) to: Honda Four Million Vehicles Sold in Canada! Contest, 180 Honda Blvd., Markham ON, L6C 0H9 (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 postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked between 1 July 2017 and 31 July 2017 and received before the Selection Date (as defined in Rule 11). The Released Parties (as defined below) take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Requests (all of which are void).

To be eligible, your Entry (regardless of the method of entry) must be submitted and received in accordance with these Rules.

5. CONTEST OPT-OUT

Any person who has purchased, or wishes to purchase, an Eligible Honda Vehicle in Canada during the Contest Period but does not wish to submit an Entry to the Contest or would like to remove their existing Entry in the Contest can exercise a Contest Opt-Out by: (i) on a plain white piece of paper, clearly printing "CONTEST OPT-OUT", your Eligible Honda Vehicle VIN (if your vehicle has already been purchased), your first name, last name, valid telephone number, and complete mailing address (including postal code), and (ii) mailing it (in an envelope with sufficient postage) to: Honda Four Million Vehicles Sold in

Canada! Contest (CONTEST OPT OUT), 180 Honda Blvd., Markham ON, L6C 0H9 (the “**Contest Opt-Out**”). To be eligible, your Contest Opt-Out must be submitted and received in accordance with these Rules.

6. ENTRY LIMIT AND CONDITIONS:

There is a limit of one (1) Entry per person (regardless of 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) or more than one (1) additional Entry for opting-in to receive promotional communications from Sponsor; and/or (ii) use multiple names, identities, e-mail addresses, accounts, and/or 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/or spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, 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 Entries (all of which are void).

An Entry may be rejected if, in the sole and absolute discretion of the Sponsor, the Entry is not submitted and received in accordance with these Rules.

7. VERIFICATION:

All Entries 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 and/or other information entered (or purportedly entered) 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 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 in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor.

8. SUBMISSION REQUIREMENTS:

BY SUBMITTING AN ENTRY, YOU AGREE TO RELEASE THE RELEASED PARTIES FROM ANY AND ALL LIABILITY IN CONNECTION WITH THIS CONTEST AND YOUR PARTICIPATION THEREIN AND TO INDEMNIFY THE RELEASED PARTIES AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS, AND EXPENSES ARISING FROM YOUR PARTICIPATION IN THIS CONTEST. BY SUBMITTING AN ENTRY, YOU ALSO AGREE THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED THE WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF THE PRIZE, AND ANY TRAVEL RELATED THERETO). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZE.

By participating in the Contest, each entrant hereby warrants and represents that any information he/she submits will not contain any reference to any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence; and will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party.

9. PRIZE:

Prize: There will be one (1) Prize (the “**Prize**”) available to be won, consisting of a Honda Power Equipment Garage (as described below) and the opportunity for the confirmed winner and one (1) Guest (subject to the Guest Requirements noted below – the “**Guest**”) to travel on a fun-filled trip to Toronto, Ontario (“**Toronto**”). Specific travel dates will be determined at a later time, subject to Sponsor validation of confirmed winner availability during the provided dates. Prize includes:

1. A fun-filled trip to Toronto, Ontario between August 8th to 17th, August 25th to 30th, September 8th to 13th, or September 19th to 24th, 2017, consisting of:
 - o Round trip airfare (economy class) for the confirmed winner and one (1) Guest to Toronto from a Canadian airport near the confirmed winner's residence (as determined by Sponsor in its sole and absolute discretion);
 - o Transportation (via a means determined by the Sponsor in its sole and absolute discretion) for the confirmed winner and their Guest from the Toronto airport to the hotel in Toronto, and from the hotel back to the Toronto airport;
 - o accommodation for two (2) (double occupancy) for two (2) nights in a hotel or hotels in Toronto, as determined by Sponsor in its sole and absolute discretion; and
 - o \$500.00 CAD spending money for the confirmed winner; and
2. a Honda Power Equipment Garage, consisting of:
 - o one (1) Honda Lawnmower – HRR2169PKC;
 - o one (1) Honda VersAttach with the following attachments:
 - one (1) Powerhead – UMC425C;
 - one (1) Brush Cutter – SSBCC;
 - one (1) Hedge Trimmer L – SSHHLC;
 - one (1) Blower – SSBLC;
 - one (1) Edger – SSETC;
 - one (1) Cultivator – SSCLC; and
 - one (1) Pruner – SSPPC;
 - o one (1) Honda Generator – EU2000iTC3; and
 - o one (1) Honda Snowblower – HSS724CTD.

The Prize has a total approximate retail value of **\$10,500 CAD** based a Vancouver departure example - the actual retail value will vary depending on the point of departure in Canada. Under no circumstances whatsoever will any difference between the actual and approximate retail value be awarded. Choice of flights, airline(s), hotel accommodations (including, without limitation, room size and location) and all other aspects of the Prize are at the sole and absolute discretion of the Sponsor.

The Honda Power Equipment Garage will be publicly awarded at an authorized Honda Power Equipment Dealership chosen by the confirmed Prize winner (the "Dealership"). It is the sole and absolute responsibility of the confirmed Prize winner to arrange for their own transportation, hotel accommodations and/or flights to and from the Dealership, as applicable, and to pay for any required transportation and/or accommodations, as applicable, including for transportation of the Honda power equipment.

IMPORTANT NOTE: THE APPROXIMATE RETAIL VALUE OF THE PRIZE NOTED ABOVE IS CURRENT AS OF 23 JUNE 2017. UNDER NO CIRCUMSTANCES WHATSOEVER WILL ANY DIFFERENCE BETWEEN THE ACTUAL RETAIL VALUE OF THE PRIZE AS AT THE TIME OF FULFILMENT AND THE APPROXIMATE RETAIL VALUE OF THE PRIZE NOTED ABOVE BE AWARDED. FOR THE AVOIDANCE OF ANY DOUBT, THE PRIZE CONSISTS OF THE PRIZE CONTENTS AND NOT THE ACTUAL VALUE OF THE PRIZE.

General Prize Conditions: Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor's option in its sole and absolute discretion; (iii) all travel related to the Prize must occur within and/or on or before the date or dates specified by the Sponsor (otherwise the Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place), and all travel arrangements must be made through the Sponsor or its designated agents; (iv) the confirmed winner and his/her Guest must: (a) have all necessary documentation to permit travel; and (b) must travel on the same itinerary; (v) Prize shall not include available upgrades, additions or accessories, unless purchased at retail cost by the confirmed Prize winner and as permitted at Sponsor's sole and absolute discretion; (vi) the costs of everything not specifically and expressly stated above as included in the Prize are the sole and absolute responsibility of the confirmed winner, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for confirmed winner and his/her Guest to and from the Canadian airport nearest the Prize winner's residence, as selected by the Sponsor; additional transportation; baggage and other fees; and items of a personal nature (NOTE: confirmed winner and/or his/her Guest may be required to present a valid major credit card in his/her name at the time of hotel check-in to cover any incidental expenses); (vii) redemption of the Prize must occur within and/or on or before the date or dates specified by the Sponsor (otherwise the Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (viii) if the confirmed winner does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if

forfeited, nothing will be substituted in their place; (ix) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof 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; and (x) by accepting the Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

Guest Requirements: The confirmed winner's Guest must: (a) either be of the legal age of majority in his/her province/territory of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed winner on the Prize trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the legal age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating (among other things) that he/she waives all recourse against the Released Parties relating to his/her participation in the Prize (including, without limitation, any travel related thereto).

In the event that the confirmed winner resides within a **300 km radius of Toronto** (as determined by the Sponsor in its sole and absolute discretion), Sponsor will determine, in its sole and absolute discretion, whether or not the Prize will include airline travel, another form of transportation to and from Toronto, or reimbursement for certain incurred fuel costs. All decisions of the Sponsor in this regard will be final and binding without right of appeal.

It is strongly recommended and encouraged that the confirmed winner of the Prize and his/her Guest obtain sufficient personal travel and medical insurance prior to departure. Flights are subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations.

The Released Parties are not responsible for any delay or postponement, for any reason, of any aspect of the Prize – including, but not limited to flight(s). Neither the confirmed winner nor any other person or entity will be compensated in the event of such delay or postponement.

None of the Released Parties 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, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the Released Parties should the Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. If any activity relating to the Prize is canceled or postponed for any reason, the balance of that prize will be awarded in full satisfaction of the Prize award.

10. ELIGIBLE WINNER SELECTION PROCESS:

On 7 August 2017 (the "**Selection Date**") in the Greater Toronto Area, ON at approximately 2:00 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules. The eligible entrant selected will be eligible to win the Prize (subject to compliance with these Rules). The odds of winning depend on the number of eligible Entries submitted and received in accordance with these Rules.

11. ELIGIBLE WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact the eligible winner, either through the e-mail address or telephone number provided (as applicable) within two (2) business day of the Selection Date. If the eligible winner cannot be contacted within two (2) business days of the Selection 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 Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant for the Prize from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

12. ELIGIBLE WINNER CONFIRMATION PROCESS:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THEM AS THE WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED AS THE CONFIRMED PRIZE WINNER, the eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute

discretion of the Sponsor, be administered online, by e-mail or other electronic means, by telephone, or in the Sponsor's form of declaration and release); (b) submit to the Sponsor the location of the Dealership at which the Prize will be awarded; and (c) sign and return in electronic format within one (1) business day 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) forever remises, releases and discharges the Released Parties 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; (iv) agrees to indemnify the Released Parties against any and all claims, damages, liabilities, costs, and expenses arising from use of their Entry; and (v) agrees to the publication, reproduction and/or other use of their name, address, 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 or medium whatsoever, including print, broadcast or the Internet. If the 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 will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant for the Prize from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

13. PRIVACY

You understand that Honda Canada Inc. (Honda), Honda Canada Finance Inc. (HCFI), and their affiliates, dealers and service providers may collect, maintain, use and disclose your personal information and may share this information between themselves, for the purposes of: (i) completing your purchase, finance or lease transaction; (ii) contract management and administration, including customer inquiries; (iii) maintaining your warranty and customer service records; (iv) conducting customer service campaigns; (v) providing you with marketing information; (vi) other applicable purposes described in the Honda Privacy Policy (www.honda.ca/privacy) or the HCFI Privacy Policy (www.honda.ca/lease-and-finance/privacy), as applicable; and (vii) other purposes permitted by law. You can contact Honda and HCFI at 180 Honda Boulevard, Markham, Ontario, L6C 0H9 or by telephone at 1-888-946-6329 (Honda) and 1-800-387-5399 (HCFI) if you no longer consent to these uses or to update or correct your personal information. Your personal information may also be combined with other information collected from me if you enter into or have previously entered into a transaction with Honda, HCFI, or their affiliates or dealers, and may be used for the purposes consented to at that time. In some cases, personal information may be disclosed, processed and stored outside Canada, and therefore may be available to government authorities under lawful orders and laws applicable there.

14. 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) any failure of any website or any other 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.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, 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, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure 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, subject only to the approval of the Régie in Quebec, 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.

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.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, Entry and/or other information with these Rules, or as a result of any technical or other 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.

For Quebec residents: *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.*

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

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.

To the fullest extent permitted by applicable 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 the 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.

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