

The 2018 Honda Civic Tour Sweepstakes

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VALID IN THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY.

1. **ELIGIBILITY:** To enter the Sweepstakes, you must, at the time of entry, (i) be a legal citizen of the 48 contiguous United States or the District of Columbia, (ii) be 18 years of age or older, (iii) be physically located in the 48 contiguous United States or the District of Columbia, and (iv) have Internet access. Sweepstakes is void in Alaska, Hawaii, all areas outside of the 48 contiguous United States and the District of Columbia, and where prohibited by law. The Sweepstakes and any websites, webpages, and advertisements relating thereto are intended for viewing only within the United States. Entries received from persons residing outside of the eligible geographic areas, or where restricted or prohibited by law, or persons who are not legal U.S. citizens will be disqualified. Employees, officers, and directors of American Honda Motor Co., Inc., American Honda Finance Corp. (Honda Financial Services) (“**Sponsor**”), Southern Made LLC (“**Sweepstakes Administrator**”), Marketing Factory, Inc., their advertising and promotion agencies, and their respective parent companies, affiliates, franchisees, subsidiaries, and agencies (collectively, the “**Sweepstakes Entities**”), and their immediate families (parents, siblings, children, and spouses of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers, and directors, are ineligible to participate in this Sweepstakes. **PLEASE NOTE! To enjoy either First Prize #1, the winner of the applicable prize must be available for travel on or around August 31 – September 3, 2018, as noted in the prize description’s below. If the potential winner cannot travel during these dates, he/she may be disqualified at Sponsor’s sole discretion.**
2. **ENTRY PERIODS:** The 2018 Honda Civic Tour Sweepstakes (“Sweepstakes”) begins at 9:00 a.m. (Eastern Time [“ET”]) on June 22, 2018, and ends at 11:59 p.m. ET on September 30, 2018 (“Sweepstakes Period”). See chart below for various entry periods (each, an “Entry Period”).
3. **HOW TO ENTER FOR THE GRAND PRIZE AND A FIRST PRIZE:** There are two ways to obtain entries into the Sweepstakes:
 - (a) Visit <http://civictour.honda.com/sweepstakes> during the applicable Entry Period and click on the link to the official online entry form for the Sweepstakes (the “**Entry Form**”). Then complete the Entry Form in its entirety by providing all required information and submit your Entry Form in accordance with the on-screen directions. All entrants must complete this step to enter the Sweepstakes.
 - (b) Twitter Bonus Entry: After submitting the Entry Form, entrants can obtain one (1) additional entry by selecting the option on the entry confirmation page to share a message about the Sweepstakes on Twitter. Your Tweet must (i) include the following hashtag #Sweepstakes; and (ii) comply with the “Tweet Requirements”. Note: If you do not make your Tweet public, Sponsor may not receive your entry. Each entry will be deemed to have been submitted by the natural person assigned the Twitter account associated with the entry. The promotion is in no way sponsored, endorsed by or affiliated with Twitter Inc. **Tweet Requirements:** Ineligible responses include responses that are in whole or in part, threatening, abusive, harassing, defamatory, libelous, hateful, embarrassing to another person or entity, deceptive, obscene, invasive of another’s privacy, tortious, contains racial slurs, or contains explicit or graphic descriptions or accounts of, sexual acts, or is not within the spirit of the Sweepstakes, as determined by Sponsor in Sponsor’s sole discretion.

(hereafter, all eligible entries collectively referred to as “**entry**” or “**entries**”).

All eligible entries received during the Sweepstakes Period will be entered to win the Grand Prize. Eligible entries received during the Entry Periods will be entered to receive the First Prize(s) associated with each Entry Period as indicated below:

Entry Period #	"Entry Period" (Period starts at 9:00 a.m. ET on the first day indicated below and ends at 11:59 p.m. ET on the last day indicated below)	Selection and Notification (on or about)	Prize
First Prize #1	6/22/18 – 8/3/18	8/6/18	A trip for two to Miami, FL, to attend the Charlie Puth concert in West Palm Beach, FL at the CORAL SKY AMPHITHEATRE, currently scheduled for September 1, 2018, travelling between the dates of August 31, 2018 and September 3, 2018.
First Prize #2	6/22/18 – 9/31/18	10/8/18	The option to select either (1) a 2018 Honda Rebel motorcycle customized by Charlie Puth (ARV: \$12,000), (2) a stock Honda Rebel 300cc (ARV: \$4,400), or (3) a stock 2017/2018/2019 Honda Rebel motorcycle (ARV: \$6,000).
Grand Prize	6/22/18 – 9/31/18	10/8/18	The option to select one of the following: (1) a Honda Civic Coupe EX-L [Approximate Retail Value ("ARV"): \$23,625], (2) a Honda Civic Hatchback EX-L [ARV: \$25,650], (3) a Honda Civic Sedan EX-L [ARV: \$23,900], or (4) \$10,000.

- 4. SELECTION AND NOTIFICATION OF THE FIRST PRIZE WINNERS:** The Sweepstakes Administrator will conduct a series of random drawings on or about the dates specified in the chart above from among all eligible entries received during the applicable Entry Period in order to select a First Prize winner for each First Prize Entry Period. Odds of winning any First Prize depend on the number of eligible entries received during the corresponding Entry Period for that prize. Each potential First Prize winner will be notified by phone and/or email, at Sweepstakes Administrator's sole discretion. If the Sweepstakes Administrator attempts to contact a potential First Prize winner via telephone and cannot engage in a live conversation with the potential winner within a seven (7) business day period from the first notification attempt then such person may be disqualified and an alternate winner may be selected via a random drawing, if time permits. Although the Sweepstakes Administrator may, in its sole discretion, choose to leave a message or

messages on a potential winner's voicemail service or answering machine, such messages are solely to facilitate live contact within the seven (7) business day period and do not constitute a "live conversation" for purposes of these Official Rules. If the Sweepstakes Administrator attempts to contact a potential winner via email, then such potential winner must respond to such email, and provide all requested information, within the time specified in the email or such person may be disqualified and an alternate potential winner may be selected via a random drawing, if time permits. All notification requirements, as well as other requirements within these Official Rules, will be enforced. Limit one prize per person per household.

- 5. SELECTION AND NOTIFICATION OF THE GRAND PRIZE WINNER:** The Sweepstakes Administrator will conduct a random drawing on or about October 8, 2018, from among all eligible entries received during the Sweepstakes Period to select one Grand Prize winner. Odds of winning the Grand Prize depend on the number of eligible entries received for the Grand Prize. The potential Grand Prize winner will be notified by telephone or email, at Sweepstakes Administrator's sole discretion. If the Sweepstakes Administrator attempts to contact the potential Grand Prize winner via telephone and cannot engage in a live conversation with the potential Grand Prize winner within seven (7) business days from the first notification attempt, then such person may be disqualified and an alternate winner may be selected via a random drawing, if time permits. Although the Sweepstakes Administrator may, in its sole discretion, choose to leave a message or messages on such potential winner's voicemail service or answering machine, such messages are solely to facilitate live contact within the seven (7) business day period and do not constitute a "live conversation" for purposes of these Official Rules. If the Sweepstakes Administrator attempts to contact the potential Grand Prize winner via email, then the potential Grand Prize winner must respond to such email, and provide all requested information, within the time specified in the email or such person may be disqualified and an alternate potential winner may be selected via a random drawing, if time permits. All notification requirements, as well as other requirements within these Official Rules, will be enforced.

6. PRIZES:

One (1) Grand Prize: The option to select one of the following: (1) a Honda Civic Coupe EX-L [Approximate Retail Value ("ARV"): \$23,625], (2) a Honda Civic Hatchback EX-L [ARV: \$25,650], (3) a Honda Civic Sedan EX-L [ARV: \$23,900], or (4) \$10,000. All vehicles will be either a 2018 or 2019 model and come equipped with standard options, including destination charges and handling. Car features, including color, will be selected by Sponsor in Sponsor's sole discretion. Selected vehicle must be in stock with Honda. Note that not all models are available in all years; subject to availability. Winner must look to manufacturer for warranty issues. The Grand Prize Winner is responsible for all taxes and any other expenses not listed above, including, but not limited to: sales tax, luxury tax, registration, title and license fees, insurance, extended warranties and all other costs incurred in claiming, registering or using the vehicle. Winner is also responsible for all costs associated with any optional accessories ordered by winner. Winner must take delivery from dealer specified by Sponsor. (Manufacturer's Suggested Retail Price/Approximate Retail Value ("ARV") for the vehicles ranges from \$23,650 - \$25,650.) Sponsor makes no representation or warranty that vehicle can be sold, bartered, or traded for or at the stated value. Values are subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. Sponsor has not made and Sponsor is not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the Grand Prize vehicle, regarding the use, value, or enjoyment of the prize, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the Grand Prize vehicle or any components thereto.

At the Grand Prize winner's option, the Grand Prize winner may opt to receive \$10,000 instead of the Grand Prize vehicle option. Total ARV of Grand Prize ranges from \$ 19,400 – 42,650 depending upon Grand Prize winner choice of prize.

Two (2) First Prizes:

One (1) First Prize #1: A trip for two to Miami, FL, to attend the Charlie Puth concert in West Palm Beach, FL at the Coral Sky Amphitheatre, currently scheduled for September 1, 2018. Trip consists of round-trip coach air transportation for the winner and one (1) guest from the major U.S. airport gateway nearest to the First Prize winner's residence to Los Angeles, CA; two (2) nights standard hotel accommodations in Miami (double occupancy); admission for two (2) people to the Charlie Puth concert; a VIP pre-show sound check experience; a VISA prepaid card of \$500 (prepaid cards are subject to all restrictions and rules of use normally applicable to such prepaid cards. Such prepaid cards can only be redeemed at locations where such prepaid cards are accepted); a Honda Civic Tour gift bag; round-trip ground transportation between airport and hotel, and between hotel and the event and hotel and the tour location (ARV: \$5,000.00). All elements of the First Prize trip are subject to availability. The actual value of the First Prize may vary depending upon the location of the First Prize winner's legal residence, fares and costs at the time of travel booking, and the value of services rendered and products provided at the time of the event. Any difference between the actual value and ARV will not be awarded. All meals, taxes, gratuities, incidentals (including mini-bar and entertainment expenses), phone charges, ground transportation, baggage fees, and any other expenses not specifically identified in these Official Rules are the sole responsibility of the First Prize winner. First Prize winner must comply with all hotel check-in requirements, including but not limited to providing a major credit card for incidental expenses, and winner and guest must have all necessary travel documents (e.g., photo identification). Winner is responsible for transportation to and from the major U.S. airport gateway and his/her residence, including but not limited to any costs associated therewith. If the First Prize winner lives within 150 miles of Miami, FL Sponsor may award ground transportation in lieu of air transportation and First Prize winner will not receive any difference in value. The First Prize winner and his/her travel companion must be available to travel between dates set by Sponsor, currently set between August 31, 2018 – September 3, 2018, and both must travel on the same itinerary. If the First Prize winner cannot travel on such dates, he/she may be disqualified and an alternate potential First Prize winner may be selected via a random drawing, if time permits. The First Prize winner must arrange travel with Sponsor's agent at least ten (10) days in advance of travel. The First Prize winner understands and agrees that Sponsor and/or prize provider have the right, at their sole discretion, to disqualify and remove the First Prize winner or his or her guest from any activity at any time without compensation if the First Prize winner's or his or her guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or prize provider, or otherwise violates the policies of the Sponsor or prize providers, and in such a case, First Prize winner will still be solely responsible for all taxes and other expenses related to the prize. If the travel companion is a minor under the age of eighteen (18), the winner must be the parent or legal guardian of such travel companion. The Sweepstakes Entities are not responsible for any cancellations (with respect to travel or otherwise), delays, diversions or substitutions, or any act or omission whatsoever by winner, his/her travel companions, or any third parties with respect to the First Prize. ■

One (1) First Prize #2: The option to select either (1) a 2018 Honda Rebel motorcycle customized by Charlie Puth (ARV: \$12,000), (2) a stock Honda Rebel 300cc (ARV: \$4,400), or (3) a stock 2017/2018/2019 Honda Rebel motorcycle (ARV: \$6,000).

For motorcycle prize, all prize details not specified above shall be determined by Sponsor, in its sole discretion. Sponsor makes no representation or warranty that the customized, artist-rendered motorcycle can be sold, bartered, or traded for at the stated value. Values are subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. Sponsor has not made, and Sponsor is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to the First Prize motorcycle or regarding its use, value or enjoyment, including without limitation, its quality, mechanical condition, merchantability, or fitness for a

particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereof. Winner is responsible for all taxes and other expenses, including, but not limited to: registration, title and license fees, insurance, extended warranties, and all other costs incurred in claiming, registering, or using the motorcycle. Winner is responsible for all costs associated with any optional accessories ordered by winner. Winner must take delivery from a dealer specified by Sponsor and must take possession of the First Prize no later than thirty (30) days after receiving notice that the motorcycle has been delivered to the dealership near winner's home and is ready to be claimed. Failure of the winner to take possession within such time will result in disqualification. Winner must provide Sponsor with evidence of insurance and a valid motorcycle driver's license prior to taking delivery of the motorcycle; failure to show same may result in prize forfeiture and selection of an alternate winner. There is no warranty for any custom paint. Sponsor is not responsible for any repairs or damages arising from customized parts.

Total ARV of all prizes is \$ 19,400 – 42,650. Odds of winning any prize depend on the number of eligible entries received in the applicable Entry Period. Actual value of prizes may differ from ARV and Sponsor will not award the difference. No transfer, substitution, or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. All expenses not specifically identified in these Official Rules are the sole responsibility of the winner, including all federal, state, and local taxes, and upgrades. Winner will be issued an IRS 1099 form. Actual prize(s) may differ from promotional images. Sponsor makes no representation or warranty that any prize can be sold, bartered, or traded for at the stated value. Values are subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded.

7. **RELEASES/TAXES:** By participating in the Sweepstakes, participants agree to release, discharge, and hold harmless the Sweepstakes Entities from any and all injuries, liability, losses, and damages of any kind resulting from participation in the Sweepstakes or acceptance, use, or misuse of any prize including, without limitation, personal injury, death, and property damage. Each potential winner may be required to execute and return an Affidavit of Eligibility, which includes a Liability Release and a Publicity Release (except where prohibited) (collectively, "**Affidavit/Release**"). In addition, the travel companion of First Prize #1 winner and First Prize #2 winner must also sign and return a Liability and Publicity Release. If a potential prize winner or travel companion of the applicable winner is deemed a minor in his/her state of residence, then the parent/legal guardian of such minor must also sign any documents required herein. If the travel companion is a minor under the age of eighteen (18), the winner must be the parent or legal guardian of such travel companion and must sign the Affidavit/Release on the travel companion's behalf. The Affidavit/Release and any Liability and Publicity Releases must be returned by the deadline provided in connection with such documents. If a potential winner fails to return such documents within the time required, then the potential winner may be disqualified and an alternate potential winner may be selected via a random drawing by the Sweepstakes Administrator, time permitting. All federal, state, local, or other tax liabilities, including but not limited to income taxes or like amounts in connection with a winner's award, acceptance, or use of a prize arising from this Sweepstakes will be the sole responsibility of each winner. The Grand Prize and First Prize winners will be issued an IRS form 1099 for the value of their prize.
8. **DISQUALIFICATION:** If an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then such entrant will be disqualified. If a prize, prize documentation, or prize notification is returned as undeliverable or unclaimed, this will result in disqualification. In the event an entrant is deemed ineligible or disqualified for any reason under the provisions of the Official Rules, then an alternate potential winner will be selected via a random drawing from among all eligible entries received during the appropriate Entry Period, if time permits.
9. **PRIVACY:** Except where prohibited by law, participation in this Sweepstakes and/or acceptance of a prize constitutes permission for the Sponsor to use the entrant's name, photograph, likeness, statement,

biographical information, voice, and address (city and state) on a worldwide basis and in all forms of media, in perpetuity and without further compensation or limitation in connection with this Sweepstakes. Entry in the Sweepstakes constitutes consent to the transfer of the personal information collected from the entrant to the Sponsor for the purposes of administering the Sweepstakes and for such other purposes to which entrant may consent as outlined herein or on the Sweepstakes website. All information submitted to Sponsor as part of this Sweepstakes will be treated in accordance with the privacy policy of the Sponsor located at http://www.honda.com/site/site_privacy.aspx. More specifically, Sponsor may collect information that you provide to enter the Sweepstakes and will use personal information you provide to enter the Sweepstakes to actually conduct the Sweepstakes. Sponsor will provide the personal information you provide to enter this Sweepstakes to third party fulfillment companies only to administer the Sweepstakes and deliver prizes to winners.

- 10. SWEEPSTAKES CONDITIONS:** By entering, each entrant agrees: (a) to be bound by these Official Rules and any other documents required by Sponsor herein and by the decisions of the Sponsor, and to waive any right to claim ambiguity in this Sweepstakes, the Official Rules, or any other documents required by Sponsor herein;(b) to indemnify, defend, and hold harmless the Sweepstakes Entities, Twitter Inc. and their respective officers, directors, employees, shareholders, representatives, and agents (collectively, the "Released Parties"), from and against any and all liability, claims, losses, damages, demands, causes of action, penalties, and expenses arising out of or related to any statement, action, or failure to act by entrant during or in connection with his/her participation herein and/or any breach or alleged breach of these Official Rules or of any other documents required by Sponsor and; (c) not to sue and to hereby irrevocably and unconditionally release, waive, and forever discharge the Released Parties, from any and all liabilities, claims, and demands of any kind or nature whatsoever, in law or equity, whether known or unknown, which entrant (or entrant's successors-in-interest, heirs and/or agents) ever had, now have, or in the future may have against the Released Parties, including, but not limited to claims arising out of or related to personal injury (including death) and/or damage, theft, loss, or any other harm resulting in whole or in part, directly or indirectly, from (i) participation in the Sweepstakes or any Sweepstakes related activity; (ii) the acceptance, possession, misuse, or use of the prizes; (iii) the use of any of the rights granted herein (including, without limitation, the use and exploitation of the entrant's name, address [city and state], biographical information, statements, voice, photograph, and/or other likeness); (iv) any malfunction or other problem with the Sweepstakes website; (v) any error in the collection or retention of entry information, and (vi) any typographical or other error in the printing, offering, or announcement of any prize.
- 11. LIMITATIONS OF LIABILITY:** The Sweepstakes Entities are not responsible for lost, late, stolen, misdirected, undeliverable, or incomplete entries due to system errors or failures or faulty transmissions or other telecommunications malfunctions; and/or entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, or garbled computer or telephone transmissions, typographical or system/human errors and failures, or faulty transmissions, or for any problems or technical malfunction(s) of any telephone network or lines, cable connections, or satellite transmissions, computer online systems, servers or providers, computer equipment, or entries not received by Sponsor on account of technical problems or traffic congestion on the Internet or at a website, or any combination thereof, including other telecommunication, cable, digital, or satellite malfunctions which may limit an entrant's ability to participate. The Sweepstakes Entities are also not responsible for any malfunction of the entire Sweepstakes website or error in the collection, processing, or retention of entry information.
- 12. TERMINATION/SUSPENSION/MODIFICATION OF SWEEPSTAKES:** If for any reason this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity, fulfillment, or proper conduct of the Sweepstakes, the Sponsor reserves the right at its sole discretion to terminate, modify, or suspend the

Sweepstakes and to select the winner by conducting a random drawing from those eligible entries received up to the time of the termination/suspension. Sponsor may also disqualify or prohibit an entrant from participating in the Sweepstakes or winning a prize in this or any other promotion conducted by Sponsor if, at its sole discretion, it determines that said entrant has violated the Official Rules or has threatened or is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick-entry programs), or intending to annoy, abuse, threaten, or harass any other entrants, Sponsor or Sponsor representatives. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

- 13. DISPUTES:** This Sweepstakes is subject solely to the applicable federal, state, and local laws of the United States; provided, however, that except where prohibited, entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate Federal or state courts located in the Los Angeles, California, area; (b) 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 (c) 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 and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.
- 14. RULES/WINNERS LIST:** To receive a list of the winners or an additional copy of these Official Rules, send a self-addressed, stamped envelope by December 1, 2018, to: 2018 Honda Civic Tour Sweepstakes, c/o Southern Made LLC, 609 Garfield Street, Nashville, TN 37209. Please specify "Rules" or "Winners List." Vermont residents may omit return postage. You may also view the Official Rules at Honda.us/CivicTourRules.
- 15. SPONSOR:** American Honda Motor Co., Inc., and American Honda Finance Corp. (Honda Financial Services), 1919 Torrance Boulevard, Torrance, CA 90501.
- 16. SWEEPSTAKES ADMINISTRATOR:** Southern Made LLC, 609 Garfield Street, Nashville, TN 37209.

Any third party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third party trademarks in these Official Rules or in the Sweepstakes is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Sweepstakes. You are providing your information to the Sponsor and the information you provide will only be used in accordance with the Official Rules of this Sweepstakes.