

CONTEST RULES AND REGULATIONS

**ONTARIO HONDA DEALERS ASSOCIATION
HONDA SPIN FOR THE WIN CONTEST
THIS CONTEST IS OPEN TO SELECT ONTARIO RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW**

1. CONTEST PERIOD:

The *Honda Civic Spin for the Win* (the "Contest") begins at start of business on June 4, 2021 and ends at close of business on June 30, 2021 – or, whenever all Bonus Discounts have been awarded in accordance with these Official Rules and Regulations (the "Rules"), whichever occurs first (the "Contest Period").

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, 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 Rules.

3. HOW TO ENTER:

NO PURCHASE NECESSARY. THERE IS NO OBLIGATION WHATSOEVER TO COMPLETE AN ELIGIBLE PURCHASE/LEASE TRANSACTION IN ORDER TO BE ELIGIBLE TO WIN A BONUS DISCOUNT IN THIS CONTEST.

During the Contest Period, an eligible participant must visit a participating Ontario Honda Dealer for the opportunity to electronically "Spin" to receive one (1) Bonus Discount (each, a "Spin") with the assistance, and under the supervision, of an authorized representative of the applicable participating Ontario Honda Dealer. Prior to being eligible to Spin, the Ontario Honda Dealer (or its representative) will enter certain information into the Sponsor's computer system. There are two (2) ways to earn a Spin, as follows:

1. An eligible participant will automatically earn one (1) Spin when he/she agrees to complete a purchase/lease/finance transaction for a new 2020 or 2021 Honda Civic (excluding Type R models) (each, an "Eligible Purchase/Lease Transaction"). Once the eligible participant has determined the amount of the Bonus Discount he/she is eligible to win (subject to compliance with these Rules), the eligible participant has the choice of whether or not to actually complete an Eligible Purchase/Lease Transaction.

OR

2. Alternatively, an eligible participant can earn one (1) Spin without the need to agree to complete an Eligible Purchase/Lease Transaction by providing the Ontario Honda Dealer (or its representative) with a 100 word or more unique and original handwritten essay explaining why he/she would like to own a Honda product (a "Request").

There is a limit of one (1) Spin/Bonus Discount per eligible participant during the Contest Period (regardless of the method of entry). There are no re-Spins permitted. 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) exceed any of the limits stated in these Rules; 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 that Contest in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective officers, directors, employees, agents, representatives, 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 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.

All Spins, Eligible Purchase/Lease Transactions, Requests 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 an Spin, Request, Eligible Purchase/Lease 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.

4. THE BONUS DISCOUNTS AND ODDS:

Each Spin will reveal one (1) of the following Bonus Discounts: (i) \$150; (ii) \$500; or (iii) \$2500 (each a "Bonus Discount"), while Bonus Discounts last. All amounts are in Canadian currency. Bonus Discounts: (i) can be applied to 2020 or 2021 Honda Civic (excluding Type R models) vehicles only; (ii) will be deducted from the negotiated price of an Eligible Purchase/Lease Transaction after taxes; and (iii) can be combined with certain other lease and finance offers, as determined by the Sponsor in its sole and absolute discretion. At the start of the Contest, there will be a total of two thousand seven hundred and eighty-seven (2,787) Bonus Discounts available to be won. The number of Bonus Discounts available and the odds of obtaining a particular Bonus Discount at the start of the Contest are as follows:

Bonus Discount	Number available at start of Contest	Approximate odds of obtaining a particular Bonus Discount at start of Contest
\$150	2722	97.67%
\$500	60	2.15%
\$2500	5	0.18%

The odds of obtaining a particular Bonus Discount will vary based on participating Ontario Honda Dealers and will change throughout the Contest Period as Bonus Discounts are claimed. The total number and particular quantities of Bonus Discounts available to be won will decrease as Bonus Discounts are claimed throughout the Contest Period.

There is a limit of one (1) Bonus Discount per person. Each Bonus Discount must be accepted as awarded and is not transferable, assignable or convertible to cash (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 a Bonus Discount with an item or items of equal or greater retail value. Each Bonus Discount will automatically expire at close of business on May 31, 2021. Bonus Discounts cannot be applied: (i) against past purchase/lease agreements; and/or (ii) to future purchase/lease agreements. Photocopies and/or other reproductions of Bonus Discounts in any manner are strictly prohibited and will not be accepted.

If due to a printing, production, online, internet, computer or other error of any kind, more Bonus Discounts (or, more Bonus Discounts of a certain amount) are claimed than intended to be awarded according to these Rules, or in the event that due to such error, a valid Bonus Discount claim is revealed, making the number of valid Bonus Discount claims greater than the number and particular value of Bonus Discounts available under these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Bonus Discount claims and/or to hold a random draw after the Contest closes from amongst all eligible Bonus Discount claimants to award the remaining number of advertised Bonus Discounts in question. In no event and under no circumstances will the Sponsor be liable for more than the stated number and particular value of Bonus Discounts in these Rules or the number of Bonus Discounts appropriate to the actual distribution of Spins to the time of termination of the Contest, as the case may be.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Bonus Discount awarded in connection with the Contest. To the fullest extent permitted by applicable law, each 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 other Released Parties should his/her Bonus Discount fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Bonus Discount, a confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Bonus Discount or a component thereof does not prove satisfactory, either in whole or in part.

5. WINNER CONFIRMATION PROCESS:

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 AS THE CONFIRMED BONUS DISCOUNT 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 the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Bonus Discount 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 applicable Bonus Discount or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, province/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 applicable Bonus Discount 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 Bonus Discount). The Sponsor reserves the right, in its sole and absolute discretion and time-permitting, to re-introduce unawarded/forfeited Bonus Discounts to be won by other eligible participants.

6. 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 Spin, Request, Eligible Purchase/Lease Transaction and/or other 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 foregoing, 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, Spin, Request, Eligible Purchase/Lease Transaction and/or other 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.