

Why I Love My Car

OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN NORTHWEST TERRITORIES, YUKON, NUNAVUT AND WHERE PROHIBITED.

1. **ELIGIBILITY:** The Contest is open only to legal residents of Canada (excluding Northwest Territories, Yukon & Nunavut) who are at least eighteen (18) years old at the time of entry. Excluded from eligibility are the officers, directors, employees, agents and representatives of Sponsor, and each of their respective parent, affiliated or related companies, agencies, suppliers of the materials and services related to this Contest, and members of any immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of such individuals. The Contest is subject to all applicable federal, provincial, territorial, municipal, and local laws and regulations and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Contest consists of a Grand Prize (the "Grand Prize") and an instant win prize (the "Instant win Prize").
2. **Sponsor:** Valvoline Canada Corp, 905 Winston Churchill Blvd., Mississauga ON, L5J 4P2
Administrator: PPMG ContentTuners, 219 Dufferin St, Toronto ON, M6K 3J1
3. **Timing:** Entries for the Why I Love My Car (the "Contest") will be accepted from October 1, 2018 at 12:00 a.m. Eastern Time ("ET") until July 31, 2019 11:59 ET (the "Contest Period"). Administrator's computer is the official time keeping device for this Contest.
4. **HOW TO REGISTER AND ENTER:** There are two (2) ways to enter, as described below.
 - I. **Online:** NO PURCHASE NECESSARY. Internet access and a valid email account are required. Online entry through the Contest Website only (as defined below). To obtain one (1) entry for the Grand Prize (as defined below), visit www.WhyILoveMyCar.ca (the "Contest Website") during the Contest Period, complete and submit the registration form as indicated and in your own 150 words or less tell us Why You Love Your Car. You automatically will receive one (1) entry into the Grand Prize (each, a "Grand Prize Entry" and collectively, the "Grand Prize Entries"). Limit: one (1) Grand Prize Entry per person through registration and the contest period. The registration form is only required to be completed once during initial registration. Participants will only be required to enter their email address for subsequent Instant Win Play. Potential winners of the Instant Win Prize will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. **Administrator is responsible for the**

functionality of the Instant Win Prize. Limit: one (1) Instant Win Play per person per month.

Bonus Plays: There are three (3) ways to earn bonus Instant Win Plays, as outlined below

- a. **Upload a picture of your car featuring Valvoline Product:** Earn one (1) bonus Instant Win Play when you upload a picture of your car featuring Valvoline Product. Limit: Each entrant may receive one (1) bonus play per month during contest period.
- b. **Share on Facebook:** Share the Contest on your timeline. The post will contain a unique link to the Contest. You will receive one (1) bonus Instant Win play. Limit: Each entrant may receive one (1) bonus play per month during contest period.
- c. **Email Share:** Earn up to three (3) additional Instant Win Play by following the links and instructions on the Contest Website to submit the names and email addresses of up to three (3) friends who must be eligible to participate in the contest. Each person that you refer will receive an email identified as sent from the email address you have provided, notifying him or her about the Contest. You may only refer persons with whom you have an existing relationship. For each referral with a valid email address, you will be given one (1) Instant Win Play up to a maximum of three (3) Instant Win Play through the Email Share. You may only provide the names and email addresses of Canadian residents if you have a family or personal relationship with them. By providing their names and email addresses, you are confirming that you have such a family or personal relationship and that you have the consent of such individual to provide his/her name and email address to the Sponsor in order that the Sponsor may contact the individual and invite the individual to participate in the Contest. A "family relationship" means that you are related to the other individual through marriage, common law, or parent-child relationship and have engaged in direct, voluntary, two-way communication with that individual. A "personal relationship" means that you engage or have engaged in direct, voluntary, two-way communications with the other individual such that it is reasonable to conclude you have a personal relationship with that individual based on the nature of your communications. If you do not have such family or personal relationship with each Canadian resident, you may be found in violation of Canadian law and subject to fines and penalties.

- II. **Mail In Alternate Method (For Grand Prize Only):** To enter the Sweepstakes without going online, hand print your name, address, day and evening phone numbers, email address (if any), and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Why I Love My Car," c/o Performance Publications Media

Group, 100A-219 Dufferin Street, Toronto, ON M6K 3J1. Each mail-in entry will receive ONE (1) entry into the Sweepstakes drawing. **Limit: One envelope per person during the Contest Period and one (1) entry per envelope.** All mail-in entries must be handwritten and must be postmarked by July 30, 2019 and received by July 31, 2019. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

5. INSTANT PRIZES

Instant Win Prizes, there are one thousand nine hundred thirty (1,930) instant win prizes available to be won (each, an “Instant Win Prize” and collectively, the “Instant Win Prizes”). Each Instant Win Prize awarded consists of a:

Prize Description	Quantity	ARV
Apple iPad 9.7” 32GB	10	\$429.99
Fitbit Versa watches	20	\$249.99
Sony Wireless Speakers SRS-XB30	50	\$249.99
\$25 Prepaid Gift Cards	50	\$25.00
Valvoline Alternative Jersey Tees	600	\$16.99
Valvoline 12” Retro Tin Signs	600	\$12.99
Valvoline 4 Port Phone Stands	600	\$6.99

Limit: One (1) Instant Win Prize per person, per email address per month and up to two (2) per household. Terms and conditions of prizes apply. The odds of winning an Instant Win Prize depend on a combination of: (i) the total number of eligible Instant Win Prize Entries received; and (ii) the date and time the Instant Win Prize Entry is received.

Instant Win Prizes will be awarded only to verified winners. Prizes must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise; however, the Sponsor reserves the right to substitute a prize of equal or greater monetary value, in cash or otherwise, at its sole discretion, if a prize, or any component of any prize, cannot be awarded for any reason. Any other costs or expenses associated with the prizes not expressly stated herein as being included in the prize will be the responsibility of selected winners. Sponsor will not replace any lost or stolen prizes. Sponsor makes no representations or warranties with respect to any prize and any concerns or claims should be directed to manufacturer, if applicable.

6. South Point 400 race at the Las Vegas Motor Speedway Grand Prize

There is one (1) Grand Prize available to be won consisting of a trip to Las Vegas, Nevada to attend the South Point 400 race at the Las Vegas Motor Speedway for two (2) people including the following:

- Round trip economy class air transportation for two (2) from the major Canadian international airport nearest to the prize winner's residence to Las Vegas, Nevada on Friday, September 13, 2019 and return flight from Las Vegas, Nevada to the major Canadian international airport nearest to the prize winner's residence on Monday, September 16, 2019
- Three (3) night's accommodation for two (2) at hotel in Las Vegas, Nevada in standard hotel room based on double occupancy
- Two (2) Tickets Grandstand Seats
- Two (2) Hot Passes
- Two (2) Gift Bags
- Two (2) Valvoline Shirts
- One (1) \$700 USD Custom Gift Card (Covers cost of rental car and food/beverage throughout the weekend)

Approximate retail value of the Grand Prize package is \$8,000 CDN

Odds of winning a Grand Prize depends on the total number of eligible Grand Prize Entries received and the total number of Grand Prize Entries submitted by the entrant during the Contest Period.

TERMS AND CONDITIONS OF GRAND PRIZE:

Grand Prize Winner and invited guest must be available to travel to Las Vegas, Nevada for the South Point 400 race at the Las Vegas Motor Speedway on Friday, September 13, 2019 through Monday Monday, September 16, 2019 (hereinafter referred to as the "Specified Travelling Period"). The Specified Travelling Period may be subject to change in the event that the South Point 400 race is rescheduled for any reason. Grand Prize winner and invited guest must travel on the same itinerary. Invited guest of the Grand Prize Winner must also have attained the age of he eighteen (18) years old prior to September 13, 2019 as evidenced by government photo identification. If the selected eligible Grand Prize Winner is not available to travel for the Specified Travelling Period, the selected eligible Grand Prize Winner will forfeit their prize and another selected entrant may be drawn in the sole discretion of the Sponsor, time permitting.

The following items are not included in the South Point 400 race at the Las Vegas Motor Speedway Grand Prize:

All costs not specified above including, but not limited to, meals, local transportation, connecting flights if required, pre and post-night accommodations, travel documents, insurance (including health insurance), telephone, internet, fax and email charges, room service charges, meals and beverages not described as included above, sightseeing and optional excursions, spa services and items of a personal nature are the sole responsibility of the Grand Prize Winner and his/her invited guest and are not included in the Grand Prize. No frequent flyer miles will be awarded to the Grand Prize Winner or invited guest. No change in travelling arrangements can be made once the booking has been confirmed. The invited guest of the Grand Prize Winner

must depart from the same location and on the same itinerary as the Grand Prize Winner. In the event that the Grand Prize winner is unable to redeem any or all of the Grand Prize components due to reasons beyond the control of the Sponsor, no compensation or substitute prize component will be provided. Sponsor is not responsible for flight delays or cancellations due to inclement weather. If the South Point 400 race event fails to take place for any reason whatsoever, the Grand Prize shall be deemed to be fulfilled by the award of the trip to and from Las Vegas and the stay in Las Vegas. Valvoline Canada Corp., Performance Publications Media Group, TSMGI or Nascar Entities are not responsible for potential last minute schedule changes or for any costs, expenses, inconvenience or damages experienced by the winner or his/her traveling companion. Grand Prize Winner and invited guest will be responsible for obtaining any necessary travel documents in advance of departure including but not limited to, a valid passport. No compensation will be made if trip is cancelled due to failure to obtain necessary travel documents. Further, no compensation will be made in the case of the Grand Prize Winner or the invited guest being denied entry to the United States or to the aircraft.

Grand Prize must be accepted as awarded without substitution and is not transferable (except at the discretion of the Sponsor). Grand Prize may not be redeemed for cash or credit, in whole or in part. Some restrictions apply. Sponsor reserves the right to substitute a Prize or Prize component for one of equal or greater value.

All potential WINNERS are subject to verification by Sponsor or administrator, whose decisions are final AND BINDING IN ALL MATTERS RELATED TO THE INSTANT WIN GAME. An entrant is not a winner of any prize, even if the INSTANT WIN SHOULD so indicate, unless and until entrant's eligibility AND the potential WINNING PLAY have been verified, and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. any play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

7. HOW TO WIN

Instant Win Prizes: There will be one thousand nine hundred thirty (1,930) random, computer-generated winning times slots during the Contest Period. If you are the first player to receive an Instant Win Prize Entry during the randomly-generated times slots, you will be a potential instant winner of the prize indicated. The number of Instant Win Prizes available will diminish as awarded. Selected entrants will be notified immediately following Instant Win Prize entry on the Contest Website. If the winner is notified on the Contest Website, he/she must respond to the notification by completing the prize claim form **within 7 days** upon win notification. Instant Win Prizes will be awarded to verified winners within about six (6) to eight (8) weeks after verified.

Grand Prize: On August 1, 2019 at 12:00 p.m. ET at 117C-219 Dufferin Street, Toronto, ON M6K 3J1 a random drawing will be conducted from all eligible Grand Prize Entries for the purpose of selecting one (1) potential Grand Prize winner. Selected entrant will be notified of selection within three (3) business days by email at the email address provided at the time of registration and must respond to notification as directed by Sponsor. Grand Prize will be awarded to verified winner within about two (2) weeks after all verification.

8. INSTANT PRIZE AND GRAND PRIZE CLAIM CONDITIONS

Prizes will only be delivered to verified winners. To be verified as a winner, selected entrants must: (i) respond to notification within **7 days of notification**; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question, to be administered through the entrant's email account or over the phone; (iii) if requested by Sponsor, provide any information or document including without limitation identification documents; (iv) if requested by Sponsor, sign and return to Sponsor, within the stated time, a declaration of compliance and release of liability (the "**Release**") in which entrant agrees to release and hold harmless Sponsor, its advertising and promotional agencies, the affiliates and related companies of the foregoing, and each of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "**Releasees**") from any and all liability in connection with this Contest and the prize, and any prize-related activity; and (v) otherwise comply with these Official Rules.

If a selected entrant cannot be contacted within the time period described above, or fails to: (i) correctly answer the skill testing question, (ii) provide identification if requested by Sponsor, (iii) sign and return the Release within the required time, if requested by Sponsor, or (iv) otherwise comply with these Official Rules, the applicable prize will be forfeited and may be awarded to an alternate entrant, who will be subject to disqualification in the same manner.

9. RIGHT TO VOID / TERMINATE / SUSPEND / MODIFY

Subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") with respect to residents of Quebec, Sponsor reserves the right to terminate, suspend or modify this Contest, in whole or in part, at any time and without notice or obligation if, in Sponsor's sole opinion, any factor interferes with its proper conduct as contemplated by these Official Rules. Without limiting the generality of the foregoing, if the Contest, or any part thereof, is not capable of running as planned for any reason which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor may terminate, modify or suspend the Contest, or any portion thereof in its sole discretion.

10. LIMITATIONS OF LIABILITY AND RELEASES

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND FROM PARTICIPATION IN THIS CONTEST OR ACCEPTANCE, USE, MISUSE OR POSSESSION OF A PRIZE. Without limiting the foregoing, the Releasees shall not be responsible for: (a) any incomplete or inaccurate information; (b) the theft, destruction, loss or unauthorized access to, or alteration of, Entries; (c) printing, distribution, programming or production errors, and any other errors of any kind, whether human, mechanical, electronic or otherwise; or (d) technical, pictorial, typographical or editorial errors or omissions contained herein or in other materials related to the Contest.

11. PERSONAL INFORMATION

When you enter the Contest, Sponsor will collect, use and disclose your personal information for the purposes of Contest administration and prize fulfillment. Personal information collected in connection with the Contest is stored on servers located in the United States, and may be subject to foreign legislation which may differ from the legislation of Canada with respect to disclosure of personal information to government authorities. For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: <https://www.valvoline.com/privacy-notice>

12. GENERAL CONDITIONS

Winning a prize is contingent on fulfilling all the requirements set forth herein. All Entries become the property of Sponsor and none will be returned. All Entries and prize claims are subject to verification. Entrants agree to abide by these Official Rules. Decisions of Sponsor will be final and binding on all matters pertaining to this Contest. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

13. LEGAL RESIDENTS OF QUEBEC ONLY

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 Régie only for the purpose of helping the parties reach a settlement.

14. LANGUAGE

In case of any discrepancy between the French and English versions of these Rules, the English version shall prevail.

15. INTELLECTUAL PROPERTY

All intellectual property used in connection with the promotion and/or administration of the Contest, including, without limitation, all trade-marks, trade names, copyrights, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned (or licensed, as the case may be) by the Contest Parties and/or their affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.