

## **VW DriverGear VIP Contest Official Rules**

1. **ELIGIBILITY:** No purchase necessary to enter the "Contest". A purchase or payment of any kind will not increase your chances of winning. This Contest is open only to legal residents of the 50 United States, including the District of Columbia, who are at least 18 years of age at time of entry. Employees and directors of Volkswagen of America, its parents, subsidiaries and affiliates, its participating advertising and promotional agencies and prize suppliers, and members of their immediate families and/or those individuals living in the same household of each such employees ("Sponsor(s)"), are ineligible to participate in this Contest. This Contest is void where prohibited by federal, state, municipal or local law. By participating in this Contest, all Entrants agree to abide by these Official Rules.
2. **CONTEST DESCRIPTION:** Announcing the VW DriverGear VIP Contest. Register as a VW DriverGear VIP during the Contest period, and receive 20% off your first purchase, and be entered to win one VW DriverGear tent (see "Prize" below).
3. **HOW TO ENTER:** Contest submissions will be accepted beginning at 12:00 a.m. Eastern Standard Time (EST) on May 1, 2014 and will end at 11:59 p.m. EST on May 31, 2014 ("Contest Period"). To enter the Contest, click on the "Register Now" link located at <http://www.vw10.drivergear.vw.com/Account/Settings>, where you must accurately complete and submit a valid account registration, pursuant to the online instructions. Alternatively, you may enter the Contest via mail, by sending a postcard with your name, age, date of birth, complete address, telephone number and e-mail address via first-class mail to: VW DriverGear, Attn: VIP Contest, 12103 Delta Street, Taylor, MI 48180 (if the registration is deemed valid according to the terms and conditions of these Official Rules, such registration will be considered an "Entry", and such individual will be considered an "Entrant"). All Entrants must provide a valid first and last name, e-mail address and telephone number, which establishes the identity of the Entrant, and ultimately identifies the winner. If Entrants misrepresent themselves through the use of aliases and e-mail addresses, such Entrants will be disqualified.
4. **ENTRY REQUIREMENTS:** Limit (1) one Entry per person. Multiple entries from the same individual will be disqualified. Entries using macro, robotic, script or other forms of automatic entry will be disqualified. Entries become the property of the Sponsor and will not be returned. No mechanically reproduced entries permitted. Proof of submission does not constitute proof of receipt. Sponsor is not responsible for lost, late, mutilated, misdirected, incomplete, inaccurate or postage due entries. If there is a dispute as to the identity of an online Entrant, the Prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned by an Internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.
5. **PRIZE:** Sponsor will award a Prize to one (1) Entrant during the Contest Period, who will be randomly selected from all eligible Entries received ("Winner"). The Winner will receive

one VW DriverGear tent, worth up to three-hundred and fifty-nine dollars and ninety-five cents (\$359.95). ("Prize"). Total approximate value of all Prizes is up to three-hundred and fifty-nine dollars and ninety-five cents (\$359.95). Winner will be provided with an opportunity to select a tent from the VW DriverGear collection, which must be one of the following item numbers: DRG019952, DRG019951, or DRG019950. The Prize cannot be exchanged for cash, and cannot be used in conjunction with any other promotion. No assignment, substitution or transfer of Prize is permitted, except as provided by Sponsor in the event of unavailability, in which case Sponsor will award a Prize of equal or greater value. A maximum of one (1) Prize will be allowed per Entrant. Return of any Prize or Prize notification as undeliverable, will result in a disqualification and an alternate Winner may be selected. All Federal, State and local taxes, and any other incidental expenses associated with the receipt or use of the Prize, are the sole responsibility of the Winner.

6. **CONTEST DEADLINE:** All entries must be received no later than 11:59 p.m. EST on May 31, 2014.
7. **WINNER SELECTION AND NOTIFICATION:** The Winner of the Contest will be randomly selected from all eligible Entries received by Sponsor. The odds of winning are determined by the number of eligible Entries received. The decisions of Sponsor are final and binding in all matters relating to this Contest. The Winner will be notified by telephone or e-mail on or before June 16, 2014, and shall be e-mailed a required Affidavit of Eligibility and Release ("Release"), prior to receiving the Prize. The Winner must execute said Release within ten (10) business days of receipt of the same. A non-response by a Winner, or non-receipt of Release after the specified ten (10) business days, will be considered such Winner's forfeiture of the prize, and an alternate winner may be selected from the pool of eligible Entries. Sponsor shall not be liable for: (A) failed, returned or misdirected notifications based on inaccurate information provided by the Winner on the Contest entry form; (B) entries, and responses to winner notifications which are lost, late, incomplete, illegible, unintelligible, misdirected, damaged or otherwise not received by the intended recipient in whole or in part; or (C) for computer or technical error of any kind. If a Winner is found to be ineligible, an alternate Winner may be selected from the pool of eligible Entries.
8. **GENERAL CONDITIONS:** All entries submitted become the exclusive property of Sponsor, without payment, royalties or compensation of any kind. By submitting an entry, Entrant irrevocably assigns to Sponsor, all right, title and interest in your entry, in any and all media, whether now known or hereafter devised, in perpetuity, anywhere in the world, with the right to make any and all uses thereof, including, without limitation, for purposes of advertising or trade. Receipt of the entry will not be acknowledged by Sponsor. Except where legally prohibited, acceptance of any prize constitutes permission for Sponsor to use the Winner's name, address (city and state) and testimonials, in printed, broadcast media or new media, in perpetuity, in any manner they deems appropriate in connection with promoting this or any other Contest and/or promotion sponsored by Sponsor without further compensation in connection with this Contest or the prize awarded.
9. **REPRESENTATIONS OF ENTRANT:** Entrant has the right to enter into this Agreement and perform Entrant's obligations hereunder.

10. **SPONSOR'S DISCRETION:** Sponsor reserves the right, at its sole discretion, to disqualify any Entrant it finds in its sole discretion: (A) To be tampering with the entry process or the operation of the Contest or web site; (B) To be in violation of the Terms of Service of the web site; (C) To be acting in violation of these Official Rules; (D) To be acting in a disruptive manner; or (E) To annoy, abuse, threaten or harass the Sponsor or any other person as it relates to this Contest. Any use of automatic, programmed or similar entry or registration methods will void all such entries by such methods, and disqualify any Entrants using such methods. In the event of a dispute as to entries submitted by multiple users having the same e-mail account, the Authorized Subscriber of the e-mail account used to enter the Contest at the actual time of entry will be deemed to be the participant and must comply with these Official Rules. Authorized Subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization, which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.
11. **RELEASES:** By participating in this Contest, Entrants agree that Sponsor and those involved in the development, production (including prize suppliers), implementation and distribution of this promotion and their respective parent companies, affiliates, subsidiaries, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion (hereinafter "Releasees") shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Contest, including entry and participation in this Contest and acceptance, possession, use or misuse of the prizes. All Entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this Contest, they will indemnify Releasees from any and all such claims, including the attorneys' fees related thereto. Releasees shall not be liable for entries and winner notification responses that are delayed, lost, misdirected, misdelivered, marked postage-due, illegible, mutilated, incorrect or incomplete, and such entries will be not be eligible for this Contest. Releasees shall not be responsible for any technical malfunctions of the telephone network, computer online system, computer equipment, software, program malfunctions or other failures, delayed computer transactions or network connections that are human, mechanical or technical in nature, or any combination thereof, including any injury or damage to Entrant's or any other person's computer related to or resulting from downloading any part of this Contest. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for prizes and may be prosecuted to the full extent of the law. Releasees reserve the right, in their sole discretion, to cancel or suspend this Contest should viruses, bugs or other causes beyond its control corrupt the administration, security or proper play of the Contest. Releasees further reserve the right to modify the Official Rules of the Contest in any way or at any time. This Contest shall be governed by the laws of the State of Michigan. By participating in this Contest, Entrants agree that Michigan courts shall have jurisdiction over any dispute or litigation arising from or relating to this Contest and that venue shall be only in Wayne County, Michigan.

12. **SPONSOR:** The address of the Sponsor for this Contest is as follows:

Chamberlain Marketing Group, Inc.  
12103 Delta Street  
Taylor, MI 48180

13. **WINNER'S LIST:** For a list of the Contest Winner, send a self-addressed, stamped envelope, along with your request to the below address. Requests must be received no later than June 30, 2014.

VW DriverGear VIP Contest  
c/o Chamberlain Marketing Group  
12103 Delta Street  
Taylor, MI 48180