

Kia Fall/Winter 2018 Parts and Service Contest OFFICIAL CONTEST RULES

Kia Canada Inc. proudly announces the “Kia Fall/Winter 2018 Parts and Service Contest” (the “Contest”)! Every eligible entrant is entered into a draw for a chance to win one of three grand prizes particularized in Section 4 below.

Note: Please read these Official Contest Rules (the “Rules”) before entering the Contest. Participation in the Contest constitutes full and unconditional agreement to be bound by these Rules and all applicable terms and conditions. Please do not enter the Contest unless you agree to accept and be bound by these Rules.

1. Contest Sponsor and Contest Period:

The Contest Sponsor is Kia Canada Inc. (the “Contest Sponsor” or “Kia”). The Contest will begin on October 1, 2018 at 12:00:01 a.m. Eastern Time (ET) and end on January 31, 2019 at 11:59:59 p.m. ET (the “Contest Period”).

2. Eligibility:

To enter and to be eligible to win, entrants must be residents of Canada who, at the time of entry, have reached the age of majority in their province or territory of residence and possess a valid driver’s license in the province or territory in which they reside (the “Eligible Entrants”).

Current and former employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the Contest Sponsor, and any of its parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other individual or entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the “Contest Parties”) are ineligible to enter and win.

3. How to Enter:

To enter the Contest, Eligible Entrants must complete one of the following two (2) options:

1. Visit a Kia dealership, take a picture of one of the fictitious technician dating profiles on the standee within the Kia dealership and post on your Facebook, Twitter

or Instagram (“Social Media”), which must be open to the public, using the hash tag #KiaMatchmaker. Once posted the Eligible Entrant is automatically entered into the Contest.

2: Eligible Entrants must provide the Contest Sponsor with their first name, last name, telephone number, email address, and complete mailing address (including postal code), together with a 300 word, or more, unique and original fictitious letter breaking up with your aftermarket mechanic by mail to Kia Fall/Winter 2018 Parts and Service Contest, 180 Foster Crescent, Mississauga, ON L5R 4J5. Upon receipt of an Eligible Entrant’s mail-in entry request in accordance with these Rules, Eligible Entrant will be entered into the Contest.

To be eligible, all Social Media posts and all mail-in entry requests (each a “Submission” and together the “Submissions”) must be posted or received during the Contest Period. The Submissions must not contain material that violates or infringes another’s rights, including but not limited to their privacy, publicity and/or intellectual property rights. The Submissions must not disparage the Contest Sponsor, other companies or their products, or any other person associated with the Contest. The Submissions must not contain brand names or trademarks other than those owned or provided by the Contest Sponsor, which entrant has a limited, revocable license to use and incorporate in his/her Submissions in this Contest. The Submissions must not contain images or artwork not created by the entrant or provided by the Contest Sponsor. The Submissions must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, or libelous as decided in the Contest Sponsor’s sole discretion. The Submissions must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age as decided in the Contest Sponsor’s sole discretion. The Submissions must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any province where the Submissions are created.

There is a limit of one (1) entry per Eligible Entrant permitted during the Contest. For greater certainty and the avoidance of any doubt, you can only use one (1) Social Media account to participate in the Contest to post your Submission or can only submit one mail-in entry as your Submission. The Contest Sponsor will not be responsible for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Social Media posts or mail-in entry requests.

If it is discovered that any person has attempted to: (i) obtain more than one (1) entry for the Grand Prizes per person during the Contest Period; (ii) use (or attempt to use) multiple names and/or identities to enter the Contest; or (iii) use (or attempt to use) any

automated, macro, script, robotic or other systems(s) or program(s) to enter or otherwise participate in or disrupt the Contest; then (in the sole and absolute discretion of the Contest Sponsor) he/she may be disqualified from the Contest. An entry will be rejected if (in the sole and absolute discretion of the Contest Sponsor) the entry is not fully completed and submitted during the Contest Period in accordance with these Rules. The Contest Sponsor is not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries.

All entries are subject to verification at any time. The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor including, without limitation, government issued photo identification) to participate in the Contest. Failure to provide such proof to the satisfaction of the Contest Sponsor in a timely manner may result in disqualification.

4. Grand Prizes:

There are three (3) prizes (each a "Grand Prize" and collectively the "Grand Prizes") available to be won:

1. \$1,500.00 membership rewards card credit to be used for parts, service or accessories at a Kia dealership;
2. \$1,000.00 membership rewards card credit to be used for parts, service or accessories at a Kia dealership;
3. \$500.00 membership rewards card credit to be used for parts, service or accessories at a Kia dealership.

Each Grand Prize has an approximate value equal to the credit amount on the membership rewards card. If you are selected as a winner of one of the available Grand Prizes but are not currently an active Member Rewards card holder, a card can be activated at your chosen Kia dealership. Kia Member Rewards points can only be redeemed at the originating Kia dealership.

Any costs or expenses incurred by the Eligible Entrants in claiming or using their Grand Prizes including, without limitation, any other incidental costs and expenses not specifically referred to are the sole responsibility of the Grand Prize winners.

5. Grand Prize Draw:

On February 21st, 2019 at approximately 2:00 p.m. in Mississauga, Ontario, a random draw will be held from among all eligible entries received to award the Grand Prizes. The odds of winning depend on the number of eligible entries submitted and received in accordance with these Rules. The selected Eligible Entrants will be notified via their Social Media account, email, mail or telephone within five (5) days of the draw date. If the

selected Eligible Entrant cannot be contacted after three (3) attempts or within five (5) days of the draw date, whichever comes first, the selected Eligible Entrant will be disqualified, another Eligible Entrant will be randomly selected from amongst the remaining eligible entries and the process repeated. The Contest Sponsor will not be held responsible for failed attempts to contact a selected Eligible Entrant/winner.

6. Grand Prize Claiming:

All selected Eligible Entrants must present proof that they have reached the age of majority in their province of residence and hold a valid Canadian driver's license in order to claim their Grand Prize and complete the transaction in accordance with the Contest eligibility provisions of these Rules.

All selected Eligible Entrants must first correctly answer a mathematical skill-testing question and sign and return a publicity/liability release before being declared a Grand Prize winner. All Grand Prizes must be claimed by no later than March 21, 2019.

7. Grand Prize Substitution:

Grand Prizes are not transferable, have no cash value, and must be accepted as awarded with no substitutions. The Contest Sponsor reserves the right to substitute any Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value.

8. General Conditions:

All decisions of the Contest Sponsor are final.

Entries are subject to verification. The Contest Sponsor reserves the right, in its sole discretion, to disqualify a person if he/she enters the Contest or tries to do so by any means contrary to these Rules or which would be unfair to other entrants or where Contest entries are generated by any unauthorized mechanical or automated means. This Contest is subject to all Federal, Provincial and Municipal laws and is void where prohibited.

9. Privacy & Publication Notice:

By entering this Contest, each entrant agrees to be bound by these Rules and the decisions of the Contest Sponsor, and further automatically consents to the use of their name, city of residence, likeness, photograph, image and voice, without payment or compensation, in any publication or advertising in any medium carried out by the Contest Sponsor. All entries become the property of the Contest Sponsor and will not be returned. Personal information collected from an entrant to enable the entrant to enter this contest will not be sold, transmitted or used except for the purpose of this Contest without the prior consent of the entrant.

By Submitting an entry, you acknowledge that your entry (including your name, username and profile picture) may be posted on Twitter, Facebook, Instagram, and/or Contest Sponsor's proprietary website, where it may viewed, shared (by users of twitter and various other internet based sites) and commented on by the Contest Sponsor and the general public.

10. Modification or Termination:

Subject to applicable law and the consent of the Régie des alcools, des courses et des jeux (the "Régie") in Québec, the Contest Sponsor reserves the right, to cancel, terminate or modify the Rules or administration of the Contest, or to suspend the Contest in whole or in part in its sole and absolute discretion without prior notice and with no obligation or liability, for any reason, including if for any reason the Contest is not capable of running as planned, whether due to technical failure, or computer virus, tampering, fraud, or corruption of security or proper administration of the Contest or other causes beyond the control of the Contest Sponsor.

In the event of any discrepancy between the terms of the Contest Rules and other statements made relating to the Contest or contained in any Contest-related materials, including but not limited to the Contest entry form, or television, print, online or point-of-sale advertising, the terms of the Contest Rules prevail.

11. Liability:

The Contest Sponsor, its directors, officers, partners, dealers, representatives, agents and employees shall not be responsible for any injuries, loss or damages of any kind (compensatory, direct, indirect, incidental, consequential or otherwise) with respect to, or in any way arising from, this Contest or the Grand Prize(s) awarded, including but not limited to: (i) lost, stolen, not received, destroyed, damaged, misdirected, illegible, incomplete, fraudulent or late entries which will be void and not eligible; (ii) failure to receive entries for any reason or technical failures or errors of any kind, including but not limited to incorrect or inaccurate capture or loss of entry information, omissions, lost/delayed/garbled data, transmission failure, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, servers, or software, traffic congestion on the internet or any website or any other online communication problems or any combination thereof; (iii) printing or typographical errors in any Contest-related material or human error; (iv) any injury or damage to entrants' or any other persons' computer system(s) due to viruses or otherwise or breaches of privacy due to interference by third party computers; or (v) Grand Prize winner's use of the Grand Prize. A Grand Prize winner's refusal or inability to accept the Grand Prize awarded shall release the Contest Sponsor from all obligation. In no event shall the Contest Sponsor be required to award more prizes than as stated in these Rules or to award prizes otherwise than

in compliance with these Rules.

12. Québec Residents:

Any litigation respecting the conduct or administration of this Contest shall be submitted to the Régie des alcools, des courses et des jeux in Québec. Any litigation respecting the awarding of a Grand Prize may be submitted to the Régie solely for the purpose of helping the parties reach a settlement.