

**2016 BUICK GMC NATIONAL SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING.**

**DESCRIPTION:** The 2016 Buick GMC National Sweepstakes ("Sweepstakes") begins at 12:00 AM Eastern Time ("ET") on 12/29/15 and ends at 11:59 PM ET on 12/31/16 ("Sweepstakes Period").

**SPONSOR:** Buick and GMC Divisions, General Motors LLC, 100 Renaissance Center, Detroit, MI 48265.

**ADMINISTRATOR:** Exposure Marketing & Promotion, Inc., 1000 North Opdyke Rd, Auburn Hills, MI 48326.

**ELIGIBILITY:** The Sweepstakes is open only to legal residents of the fifty (50) United States and District of Columbia (U.S.) who are at least eighteen (18) years of age or the age of majority in their state of residence, whichever is older, and who have a valid driver's license, as of date of entry ("Entrant"). Employees, directors and officers and their immediate families (spouses and siblings, parents and children and their spouses) and household members of General Motors LLC ("GM"), Exposure Marketing & Promotion, Inc., Jack Morton Worldwide and their respective parent companies, subsidiaries, distributors, affiliates, advertising and promotion agencies and companies involved in the design, implementation and execution of the Sweepstakes (collectively the "Sweepstakes Entities") are not eligible. Any person who has won a previous year's Buick/GMC National Sweepstakes is also ineligible to enter. Sweepstakes is void in Puerto Rico, and US Territories and jurisdictions (including overseas military installations) and where prohibited.

**AGREEMENT TO THE OFFICIAL RULES:** By participating in the Sweepstakes, each participant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

**HOW TO ENTER:** There are three (3) ways to enter:

- 1.) AT EVENTS:** Complete an official entry form, available while supplies last, and deposit as directed at the Buick/GMC display during Sponsor-selected Buick/GMC events ("Event") during the Sweepstakes Period ("Event Entry"). ALL EVENT ENTRIES MUST BE RECEIVED BY THE POSTED CLOSING TIME OF THE EVENT IN EACH LOCATION;
- 2.) ONLINE:** Visit <https://www.gmcvehiclesweeps.com> and follow the directions to complete an official entry form, and submit as directed. ("Online Entry"). ALL ONLINE ENTRIES MUST BE RECEIVED BY 11:59 PM ET on 12/31/16; and
- 3.) MAIL:** Mail a 3" by 5" piece of paper, on which you have hand printed your name, address, email address, and the words "The 2016 Buick GMC National Sweepstakes" to PO Box 210459, Auburn Hills, MI, 48326.

("Mail Entry"). ALL MAIL ENTRIES MUST BE POSTMARKED BY 12/31/16 AND RECEIVED BY 1/10/17.

**LIMIT: ONE (1) ENTRY PER PERSON regardless of method of Entry.** Sweepstakes Entities are not liable for late, lost, stolen, incomplete or misdirected Entries. No mechanical reproductions of Event entry forms permitted. Any attempt by any participant to obtain more than the stated number of Entries (i.e., more than one [1] entry) by using multiple/different identities, registrations or any other methods will void that participant's Entries and that participant may be disqualified.

**ONE (1) GRAND PRIZE:** Winner's choice of a 2017 Buick or GMC vehicle, subject to vehicle availability and other restrictions. The Approximate Retail Value ("ARV") of the prize is not to exceed \$78,035; such figure is based on Manufacturer's Suggested Retail Prices ("MSRP") of base model 2017 Buick and GMC vehicles with available manufacturer upgrades. Winner is solely responsible for any and all taxes, title, plate fees, documentation fees, full-coverage insurance, and for all costs associated with any available upgrade/option not provided with the prize vehicle and any other expenses related to the acceptance and use of the prize not specified. Winner must take delivery within 30 days of vehicle award date at a Buick or GMC dealership specified by Sponsor. Winner must have a valid U.S. driver's license and proof of insurance to take delivery. Vehicle awarded may differ from any vehicle shown in Sweepstakes materials. Vehicle color, options and equipment will be determined by Sponsor in its sole discretion. Sponsor and Administrator make no representation or guarantee as to availability of any particular 2017 Buick or GMC vehicle; and, if winner's choice of Buick or GMC vehicle is not available for any reason, Sponsor and Administrator may substitute a comparable vehicle of Sponsor's sole choosing without liability of any kind. If vehicle awarded to prize winner has a value of less than \$78,035, winner will not receive the difference in cash or otherwise.

**SWEEPSTAKES WINNER SELECTION:** The potential Sweepstakes Grand Prize winner will be selected in a random drawing conducted on or about 1/16/17 from among all eligible Entries received. Odds of winning Grand Prize depends on the number of eligible Entries received. Sweepstakes drawing will be conducted by Administrator, an independent judging organization. Potential Grand Prize winner will be contacted by the Administrator by telephone and/or email and will be required to complete and return an Affidavit of Eligibility and Liability Release and except where prohibited by law, a Publicity Release Form ("Affidavit/Release") within seven days of receipt. If the prize notification is rejected, returned, or deemed undeliverable or the potential winner fails to execute and return the Affidavit/Release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential winner will be deemed ineligible and the prize will be forfeited or awarded to an alternate as solely determined by Sponsor.

**GENERAL PRIZE RESTRICTIONS:** Winner will be solely responsible for all taxes (not limited to federal, state, local and/or income) on prize and will be required to provide, to Administrator, his/her Social Security number or tax ID for tax reporting purposes. If winner is a WI resident, he/she will not be responsible for sales tax on prize vehicle. Administrator will file an IRS Form 1099 with the Internal Revenue Service for the fair market value of prize won. Prize may not be transferred nor assigned. No cash or other substitution may be made, except by the Administrator, who reserves the right to substitute the prize with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Administrator in its sole discretion.

**GENERAL CONDITIONS / RELEASE:** By participating, Entrants agree to (a) release Sweepstakes Entities, their respective directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) except where prohibited by law, consent to the use by Sponsor and its designees of winner's name, hometown, likeness, statements and other personally identifiable information for promotion, advertising and marketing purposes in any media throughout the world without additional consideration and consent or prior review, and upon request will provide written consent to such use; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any representation or guarantee, expressed or implied, in fact or in law, relative to the prize including, but not limited to, its quality or availability (except for any express written warranty provided by Sponsor on prize vehicle with such warranty being subject to its terms). Sweepstakes Entities are not responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, late, lost, misdirected or postage due mail, or any other error or malfunction related to or resulting from participation in this Sweepstakes. **CAUTION:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned (in whole or in part), by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures, or any other causes which in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Administrator and/or Sponsor reserve the right at their sole discretion to disqualify any suspect Entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. In the event of any cancellation, termination or suspension, notice thereof will be posted at <https://www.gmcvehiclesweeps.com> and/or the Event(s) and determination of the prize winner will be made, from among all eligible, non-suspect Entries received as of the date of the termination, cancellation or suspension, as Administrator and/or Sponsor determine in their sole discretion. Entries not complying with all rules are subject to disqualification.

**GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION:** Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or the awarding of the prize shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan; (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 punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO

YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of any of the Sweepstakes Entities in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**ENTRANT'S PERSONAL INFORMATION:** Information collected from Entrants is subject to the General Motors LLC's Privacy Statement for U.S. Consumers (<http://www.gm.com/privacy/>)

**WINNER:** To receive Promotion results (winner's list), visit [www.promodetails.com](http://www.promodetails.com) and enter the Promo Code "2016GMCBuickNationalSweeps". Winner's list will be available after 2/15/17.

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## **Abbreviated Rules**

### **ABBREVIATED RULES (FOR PRINT MEDIA)**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE LEGAL RESIDENT OF THE 50 UNITED STATES (OR D.C.), 18 YEARS OR THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE, WHICHEVER IS OLDER, WITH VALID DRIVER'S LICENSE TO ENTER. Void where prohibited. Sweepstakes ends 12/31/16. For entry and official rules with complete eligibility, prize description and other details, visit <https://www.gmcvehiclesweeps.com> Sponsor: Buick and GMC Divisions, General Motors LLC, 100 Renaissance Center, Detroit, MI 48265.

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### **ABBREVIATED RULES (FOR BROADCAST MEDIA)**

No purchase necessary. Void where prohibited. Must be legal U.S. resident, 18 years of age or the age of majority in their state of residence, whichever is older, with valid driver's license. Sweepstakes ends 12/31/16. For official rules with prize, entry, odds and eligibility details go to <https://www.gmcvehiclesweeps.com>. Sponsor: Buick and GMC Divisions, General Motors LLC.

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### **ABBREVIATED RULES (FOR OLA / BANNER)**

NO PURCHASE NECESSARY. Sweepstakes ends 12/31/16. Click here for details.

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