

## Harley-Davidson Let's Ride Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Harley-Davidson Let's Ride (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. *Participation in this Sweepstakes by driving a motorcycle or accepting the Grand Prize requires that entrant have a valid license to operate a motorcycle (Class M License).* Employees of Harley-Davidson, Inc., and its participating dealers and retailers, affiliates, sales representatives, distributors, and promotional and other vendor agencies, Merkle Inc., their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors involved in the promotion, and the immediate family (parent, spouse, including common law spouse, sibling, child, grandparent, grandchild, regardless of where they reside) and household members of all such employees, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes.

**2. Sponsor:** Harley-Davidson Motor Company, Inc., 3700 W. Juneau Ave, Milwaukee, WI 53208.  
**Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on July 31, 2020 at 12:00 a.m. Eastern Time ("ET"), ends on August 31, 2020 at 11:59 p.m. ET (the "Promotion Period") and consists of four (4) entry periods (each an "Entry Period") and a grand prize entry period (the "Grand Prize Entry Period"), as outlined below:

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Post mark Date	Received by Date	Approximate Drawing Date
1	7/31/2020	8/6/2020	8/6/2020	8/13/2020	8/19/2020
2	8/7/2020	8/13/2020	8/13/2020	8/20/2020	8/26/2020
3	8/14/2020	8/20/2020	8/20/2020	8/27/2020	9/2/2020
4	8/21/2020	8/31/2020	8/31/2020	9/7/2020	9/10/2020
Grand Prize	7/31/2020	8/31/2020	8/31/2020	9/7/2020	9/10/2020

Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit [www.H-D.com/LetsRide](http://www.H-D.com/LetsRide) and follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. You automatically will receive five (5) Sweepstakes entries into the applicable Entry Period drawing and five (5) Sweepstakes entries into the Grand Prize drawing.

Limit: You may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**Additional Sweepstakes Entries:** There are four (4) ways to earn additional Sweepstakes entries, as outlined below:

- a. Ride 600 Miles: During the Promotion Period, ride your Harley-Davidson motorcycle for six hundred (600) miles. Then, during the Promotion Period, visit your local Harley-Davidson dealer to log your mileage. You will receive five (5) additional Sweepstakes entries into the applicable Entry Period drawing and five (5) additional Sweepstakes entries into the Grand Prize drawing.

To earn additional Sweepstakes entries without riding 600 miles, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Let's Ride – Ride 600 Miles," c/o Merkle Inc., P.O. Box 5011, Department 845099, Kalamazoo, MI 49003- 49003-5011. You will receive five (5) additional Sweepstakes entries into the applicable Entry Period drawing and five (5) additional Sweepstakes entries into the Grand Prize drawing. Limit: One (1) request for additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3. 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.

Limit: Each entrant may receive up to ten (10) additional entries into the applicable Entry Period drawing and ten (10) additional entries into the Grand Prize Drawing for either riding their motorcycle or sending in a mail-in, as outlined above.

- b. Take a Demo Ride: During the Promotion Period, visit your local Harley-Davidson dealer and take a demo ride. You will receive five (5) additional Sweepstakes entries into the applicable Entry Period drawing and five (5) additional Sweepstakes entries into the Grand Prize drawing.

To earn additional Sweepstakes entries without taking a demo ride, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Let's Ride – Take a Demo Ride," c/o Merkle Inc., P.O. Box 5011, Department 845099, Kalamazoo, MI 49003- 49003-5011. You will receive five (5) additional Sweepstakes entries into the applicable Entry Period drawing and five (5) additional Sweepstakes entries into the Grand Prize drawing. Limit: One (1) request for additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3. 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.

Limit: Each entrant may receive up to ten (10) additional entries into the applicable Entry Period and ten (10) additional entries into the Grand Prize Drawing for either taking a demo ride or sending in a mail-in, as outlined above.

- c. Complete a Riding Academy: During the Promotion Period, complete a riding academy. For more information, visit <https://www.harley-davidson.com/us/en/learn-to-ride/new-rider.html>. You will receive fifteen (15) additional Sweepstakes entries into the applicable Entry Period drawing and fifteen (15) additional Sweepstakes entries into the Grand Prize drawing.

To earn additional Sweepstakes entries without completing a riding academy, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Harley-Davidson Let's Ride – Complete a Riding Academy," c/o Merkle Inc., P.O. Box 5011, Department 845099, Kalamazoo, MI 49003- 49003-5011. You will receive fifteen (15) additional Sweepstakes entries into the applicable Entry Period drawing and fifteen (15) additional Sweepstakes entries into the Grand Prize drawing. Limit: One (1) request for additional entries per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3. 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.

Limit: Each entrant may receive up to fifteen (15) additional entries into the applicable Entry Period and fifteen (15) additional entries into the Grand Prize Drawing for either completing a riding academy or sending in a mail-in, as outlined above.

**5. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select each potential Entry Period winner from all eligible entries received during the applicable Entry Period on or around the dates listed in Section 3 above. Non-winning Entry Period entries will carry over into subsequent Entry Periods. The potential winners will be notified by email, mail or phone. Each potential Grand and First Prize winner (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

**6. Prizes:** ONE (1) GRAND PRIZE: Grand Prize Package includes one (1) 2020 Custom Low Rider S; two (2) \$150 Harley-Davidson Wolverine Boot Vouchers (terms and conditions apply); and one (1) Harley-Davidson Watch. Winner may select features or upgrades of the Low Rider if permitted by delivery dealer and paid for by winner. Winner (or winner's designated representative) must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner is responsible for title, license, registration, dealer preparation costs, insurance, sales tax and other fees associated with prize. Winner must take delivery of the Motorcycle from a local dealership designated by Sponsor. Approximate Retail Value ("ARV"): \$33,505.

FOUR (4) FIRST PRIZES (One (1) awarded per Entry Period): Prize Package includes one (1) YS640S Yoder Smokers COMPETITION PELLET GRILL; one (1) \$150 Harley-Davidson Wolverine Boot Voucher (terms and conditions apply); and two (2) Harley-Davidson Watches. ARV: \$2,949.

FOUR (4) SECOND PRIZES (One (1) awarded per Entry Period): Prize Package includes one (1) \$150 Harley-Davidson Wolverine Boot Voucher (terms and conditions apply); and two (2) Harley-Davidson Watches. ARV: \$550.

FOUR (4) THIRD PRIZES (One (1) awarded per Entry Period): Prize Package includes two (2) Harley-Davidson Watches. ARV: \$400.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period. Limit: One (1) prize per person. Total ARV of all prizes: \$49,101.

**7. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action,

including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded 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 (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the 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.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.harley-davidson.com/us/en/footer/utility/privacy-policy.html>.

**13. Winner List:** For a winner list, visit <https://bit.ly/3h29h6F>. The winner list will be posted after winner confirmation is complete.

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