Ford Repair and Win Sweepstakes
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message from an automated system in response to your request. Message and data rates may apply. Text STOP to 89074 to opt out. Text HELP to 89074 for information. Consent is not required to buy goods and services. You may not be able to participate by text messages through all wireless carriers.

1. Eligibility: Ford Repair and Win Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States, the District of Columbia and Puerto Rico who are at least eighteen (18) years old at the time of entry, who are Ford Ranger, Ford Mustang, or Ford GT (the “Sweepstakes Models”) owners whose Sweepstakes Model vehicles are subject to the National Highway Safety Traffic Safety Administration (NHTSA) Takata Airbag recall having the following campaign identification numbers (the “Airbag Recall”):

<table>
<thead>
<tr>
<th>Sweepstakes Models</th>
<th>NHTSA Campaign ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORD GT</td>
<td>15V-319</td>
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<tr>
<td>FORD GT</td>
<td>19V-001</td>
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<tr>
<td>MUSTANG</td>
<td>15V-319</td>
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<td>RANGER</td>
<td>17V-787</td>
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<td>17V-788</td>
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<tr>
<td>RANGER</td>
<td>18V-022</td>
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<tr>
<td>RANGER</td>
<td>19V-001</td>
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</tbody>
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and who have had an authorized Ford dealership fully perform the necessary service to remedy the Airbag Recall during the Promotion Period (a “Remedied Vehicle”). Employees of Sponsor, SSA Auto Airbag Settlement, LLC, or the Settlement Special Administrator appointed in the litigation entitled In re: Takata Airbag Products Liability Litigation (Economic Loss Track), MDL No. 2599 (S.D. Fla.) (the “SSA”), Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee 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. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Means collectively Ford Motor Company having an address of One American Road, Dearborn, MI 48126 and Predictive Strategies, LLC having an address of 39400 Woodward, Suite 190, Bloomfield Hills, MI 48304. Administrator: Means Merkle Inc. having an address of 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on August 1, 2020 at 12:00 a.m. Eastern Time (“ET”) and ends on October 31, 2020 at 11:59 p.m. ET (the “Promotion Period”). Administrator’s computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit FordFixAirbagtoWin.com and follow the links and instructions to complete and submit the registration form including first and last name, a valid address
(P.O. Boxes are not permitted), a valid email address, and your vehicle make, year, model, and Vehicle Identification Number ("VIN"). During the Promotion Period, visit your local authorized Ford dealership and have your recalled airbag inflator(s) fixed. You will receive one (1) entry into the Sweepstakes.

If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message from an automated system in response to your request. **Message and data rates may apply.** Text STOP to 89074 to opt out. Text HELP for information. Send questions to questions@helloworldfulfillment.com. Participating carriers include: All US Carriers. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, visit https://www.ford.com/help/privacy/ and http://predictivestrategies.com/california-privacy/. To view Mobile Terms and Conditions, visit www.helloworld.com/terms.

**Limit:** Each entrant may receive one (1) Sweepstakes entry per Remedied Vehicle at the dealership 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/or 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.

**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. On or around December 7, 2020, Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period. The potential winners will be notified by email, mail or phone. Each potential Grand, First and Second Prize winner (or parent/legal guardian if winner is a minor in his/her 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 seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. Potential Third and Fourth Prize winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within seven (7) days of the date notice or attempted notice is sent, in order to claim their prize.

The Service Manager, Parts Manager, Service Advisor, and Service Technician that serviced each respective Grand Prize, First Prize, and Second Prize winner’s Remedied Vehicle will be notified of their prize by email or phone. To accept their prize, each potential winner will be required to review the Official Rules and complete and return a Declaration of Compliance, Liability and (where not prohibited) a Publicity Release ("Declaration") which must be received by Administrator within seven (7) 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 their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential Sweepstakes 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(s) will remain un-awarded. In the event that a potential dealership prize winner is disqualified for any reason, the applicable prize will go unawarded.

**6. Prizes:**
TWO (2) GRAND PRIZES: Each Grand Prize winner’s choice of either an all-new Ford Mustang or an all-new Ford Ranger. Sponsor will determine all features of automobile including but not limited to color of exterior and interior, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner 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, auto insurance and other fees associated with prize. Winner must take delivery of prize from the automobile dealership designated by Sponsor. Approximate Retail Value (“ARV”): $45,000.

TAX GROSS UP PAYMENT: Sponsor will also provide each Grand Prize winner a single cash payment in the form of a corporate check, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the “Tax Gross-Up Payment”). The Tax Gross-Up Payment will be $20,000. The Grand Prize winner’s actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize. Sponsor will not provide any further assistance toward the winner’s tax obligations. Total ARV of Grand Prize: $65,000.

EIGHT (8) DEALERSHIP GRAND PRIZES: The Service Manager, Parts Manager, Service Advisor, and Service Technician that serviced each respective Grand Prize winner’s Remedied Vehicle will each receive a $3,000 Visa prepaid card. ARV: $3,000.

FOUR (4) FIRST PRIZES: Each First Prize winner’s choice of one (1) of the following Trips:

a. **Florida Beach Vacation:** A trip for two (2) to Key West, FL. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Key West, FL; four (4) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); a $600 allowance for full-size Ford rental car for length of stay; sunset sail (includes drinks and appetizers); $3,000 spending money; and travel agent services. ARV: $10,000.

b. **Grand Canyon Adventure Trip:** A trip for two (2) to Las Vegas, NV. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Las Vegas, NV; six (6) nights’ accommodations at hotels determined by Sponsor in its sole discretion (single room, double occupancy); park passes to The Grand Canyon for two (2); a $800 allowance for full-size Ford rental car for length of stay; winner’s choice of an activity (includes donkey or mule ride to the bottom or horse-riding around the rim or helicopter tour or whitewater rafting; based on availability); $3,000 spending money; and travel agent services. ARV: $10,000.

c. **Top Gun Adrenaline Rush Trip:** A trip for two (2) to San Diego, CA. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to San Diego, CA; five (5) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); a $700 allowance for full-size Ford rental car for length of stay; Top Gun Adrenaline Rush Aerobatics; air-to-air dogfighting; YOU FLY THE PLANE includes round trip transfers; $700 spending money; and travel agent services. ARV: $10,000.

SIXTEEN (16) DEALERSHIP FIRST PRIZES: The Service Manager, Parts Manager, Service Advisor, and Service Technician that serviced each respective First Prize winner’s Remedied Vehicle will each receive a $1,500 Visa prepaid card. ARV: $1,500.

EIGHT (8) SECOND PRIZES: A $2,500 Best Buy gift card (terms and conditions apply). ARV: $2,500.

THIRTY-TWO (32) DEALERSHIP SECOND PRIZES: The Service Manager, Parts Manager, Service Advisor, and Service Technician that serviced each respective Second Prize winner’s Remedied Vehicle will each receive a $500 Visa prepaid card. ARV: $500.
THIRTY-TWO (32) THIRD PRIZES: A $500 Visa prepaid card. ARV: $500.

TWO HUNDRED (200) FOURTH PRIZES: A $100 Amazon gift card. Restrictions apply, see amazon.com/gc-legal. ARV: $100.

For Each Trip Prize: If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner’s parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner’s proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor’s sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor’s sole discretion. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

For Each Prepaid Card: This prepaid card is not a gift card and has an expiration date. Winners of this prize will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual prepaid card. Winners must make this selection within ninety (90) days of the date of the email notification. Physical or virtual prepaid cards must be used within six (6) months after its issue date. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. The Visa prepaid card can be used anywhere Visa debit cards are accepted around the world.

For All Prizes: 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 Promotion Period. Limit: One (1) prize per person. Total ARV of all prizes: $290,000. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes. The Grand Prize winners will be contacted regarding the fulfillment of the prize within 8-10 weeks of the conclusion of the Sweepstakes and the prize will be fulfilled by the designated dealership as soon as it becomes available.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, SSA Auto Airbag Settlement, LLC, SSA, 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
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, pandemics (including, without limitation severe acute respiratory syndrome coronavirus 2 or other wide spread illnesses and any governmental actions taken in connection therewith), 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. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator, Sponsor or any other Released Parties arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Administrator's Mobile Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the “Arbitrator”). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or
federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney’s fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Administrator's Mobile Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in the United States District Court for the Southern District of Florida, handling the In re: Takata Airbag Products Liability Litigation (Economic Loss Track), MDL No. 2599 (S.D. Fla.). Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, 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. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Sweepstakes and suspension, revocation, closure, modification, or amendments to the Official Rules, the Administrator's Mobile Terms and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Sweepstakes.


13. Winner List: For a winner list, visit https://bit.ly/2Y3Do7d. The winner list will be posted after winner confirmation is complete.

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