

**SiriusXM Ultimate Tailgate Package Sweepstakes
for Automotive Dealerships**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Void where prohibited. U.S. law governs. Open only to Dealerships in the Territory (defined below)

SPONSOR: The Sponsor of this Sweepstakes is Sirius XM Radio Inc., 1221 Avenue of the Americas, 35th Floor, New York, New York 10020.

ENTRY PERIOD. The SiriusXM Ultimate Tailgate Package Sweepstakes for Automotive Dealerships (the “Sweepstakes”) begins at 12:01 a.m. Eastern Time (“ET”) on August 02, 2021, and ends at 5:59 p.m. ET on October 08, 2021 (the “Entry Period”). Any entries received after the Entry Period will not be considered.

HOW TO ENTER. An owner or authorized employee of an eligible dealership in the Territory (a “Dealership”) may enter the Sweepstakes on behalf of the Dealership by enrolling the Dealership in the SiriusXM® Service Lane Program and/or the Pre-Owned Program (each a “Program” or together the “Programs”) and being “successfully activated” in the Program(s). To enter for your chance to win the Ultimate Tailgate Sweepstakes Package, go to: www.siriusxmdealerprograms.com/Tailgate2021 or www.siriusxmdealertrial.com/Tailgate021, following the instructions and enrolling in the Program. A properly completed and received enrollment in a Program shall be considered an “Entry.”

“Successfully activated” means (1) a Dealership enrolled, (2) was accepted into the Program(s), and (3) the Dealership received an activation acknowledgement from Sponsor no later than the end of the Entry Period. Proof of fax enrollment submission will not be deemed to be proof of receipt. Only two (2) entries per Dealership, one for each Program; the first enrollment to be submitted and cause the Dealership to be Successfully Activated in the Programs will be deemed the only valid entries.

Dealerships that are currently active and participating in the Programs will automatically be entered into the Sweepstakes with one Entry per Program in which they are currently active and participating. If a Dealership is chosen as the potential winner, it can choose to decline the prize.

Who Is the Entrant? The “Entrant” is deemed the Dealership. A winner can only be a Dealership. Sponsor will notify the Owner, Principal, or General Manager of the chosen Dealership of its status as potential winner. If the individual who enrolled the Dealership was not authorized to do so, or if the Owner, Principal, or General Manager chooses to decline the Prize, the Prize will be forfeited, and Sponsor will choose a new potential winner from the remaining eligible Entries. The Dealership may, in its discretion, determine who within the Dealership may receive one or all elements of the Grand Prize, but regardless of such designation, will be responsible for paying any taxes on the full Grand Prize.

CONDITIONS OF ENTRY / ELIGIBILITY TO WIN. This Sweepstakes is open to legally operated dealerships in the forty-eight (48) contiguous United States and the District of Columbia (the “Territory”). By participating in the Sweepstakes, Entrants (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor, which are final and binding in all matters. Entries that are incomplete or corrupted are void and will not be eligible. Entries that are not “successfully activated” will not be eligible. Sponsor and its agents reserve the right to verify

eligibility qualifications of any chosen winner. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

Who is not eligible to win? Employees of Sponsor, or its subsidiaries, affiliates, advertising and promotion agencies, retailers or distributors, and members of their immediate family (e.g., spouses, parents, domestic partners, children, siblings), are not eligible to win.

SPECIAL PUBLICITY NOTICE. By entering this Sweepstakes, if you are selected as a winner of any prize, you grant to Sponsor and its promotional agents your express permission (except where prohibited by law) to use your name, identity, description of prize won, Dealership name, winner's hometown and any likeness, if applicable, for promotional purposes, in any media now known or hereafter developed, including on the radio, and including for "live notification" of potential winner status purposes, without further compensation. Even though you consent to all of the above, Sponsor has no obligation to do any of it. See more details at "WINNER AGREEMENTS" below.

PRIZE. One (1) Grand Prize Package will be awarded based on the selection process described below and satisfaction of the eligibility requirements set forth above. The Grand Prize Package shall consist of:

- one (1) HitchFire Forge 15 Grill (Approximate Retail Value ("ARV"): \$549.00).
- one (1) HitchFire Utensil Set (ARV: \$50.00);
- one (1) 10x15 ABC Canopy Patio Pop Up Canopy Tent (ARV: \$330.00);
- two (2) KingCamp Folding Chair with Cooler Bag and Side Table (ARV: \$290.00);
- one (1) TCL 43" Class 3-Series FHD LED Roku Smart TV (ARV: \$270.00);
- one (1) ION Tailgater Express Speaker (ARV: \$100);
- one (1) Goal Zero Yeti 150 Portable Power Generator (ARV: \$200.00);
- one (1) Yeti Tundra 65 Hard Cooler (ARV: \$350.00);
- two (2) Yeti Rambler 20oz Tumblers (ARV: \$70.00);
- one (1) 10 Piece Dry Erase Beer Pong Set (ARV: \$110.00);
- one (1) Box of Omaha Steaks (ARV: \$200.00);
- a one (1) year SiriusXM Platinum Streaming Plan subscription (ARV: \$131.88);
- one (1) SiriusXM branded Blanket, one (1) SiriusXM branded trunk organizer, and twelve (12) SiriusXM branded koozies and napkins (ARV: \$395.90)

Aggregate ARV of all prizes is \$3,046.78.

If potential winning Dealership is unable to receive the prize, it will forfeit the prize and another winner will be selected from among eligible Entries received. No prize substitution, cash substitution, assignment, or transfer of prizes is permitted, except by Sponsor who may substitute a prize, in whole or part, of equal or greater value. In no event shall more than the number of stated prizes be awarded. All prizes are intended to be awarded. All federal, state, local and other taxes, costs and expenses relating to the use, acceptance and possession of the prize are the sole responsibility of the Dealership winner. Dealership winner will receive an IRS Form 1099 for the actual value of prize awarded. Sponsor will not replace any lost, damaged, or stolen prize items.

WINNER SELECTION. The potential winning Dealership will be determined by a random drawing following the close of the Entry Period from among all eligible Entries received.

ODDS. Odds of winning depend upon the number of eligible Entries received during the Entry Period. This Sweepstakes is intended to be advertised to a maximum of 1,243 franchise and 29,119 independent dealers not yet enrolled in either of the Pre-Owned or Service Lane Programs, a maximum of 27,634 dealers already enrolled in the Pre-Owned Program only, and 18,265 dealers already active in both the Pre-Owned and Service Lane Programs (the Participating Dealer Entry Pool). Odds of winning approximately 1:152,522.

WINNER AGREEMENTS. Dealership winner will be notified by telephone and email. Except where prohibited, acceptance of prize constitutes Dealership winner's consent, and Dealership winner will be required to sign a release to allow Sponsor and its promotional agents to use Dealership winner's name and likeness, photo, video footage, and/or biographical data, for advertising and promotional purposes, without additional compensation, in perpetuity, in all media, now known or hereafter developed, in connection with Sponsor, this Sweepstakes, and the Sponsor's web sites. The Dealership may be required to sign and return to Sponsor an Affidavit of Eligibility, Publicity & Liability Release ("**Affidavit**") (where permitted by law), and/or IRS Form W-9 (if required by IRS regulations), prior to and as a condition of acceptance of prize, within five (5) days of the date of notification. The prize will be awarded within thirty (30) days after receipt and verification of completed prize notification and Affidavit. If prize notification is undeliverable, or if the Dealership winner does not respond to the prize notification telephone call within twenty-four (24) hours, or if the Dealership cannot be contacted for any reason, including an invalid telephone number or email address, if the Affidavit is not complete and received by Sponsor within the time required, or in the event of noncompliance with these Official Rules, the prize will be forfeited, and an alternate prize winner may be chosen from the remaining eligible entries.

Winner assumes all liability for any injury or damage caused or claimed to be caused by participation in this Sweepstakes or use or redemption of any prize.

PRIVACY NOTICE / MARKETING. By entering this Sweepstakes, any information submitted will be disclosed to and used by Sponsor consistent with our privacy policy located [here](#). Sponsor may use your personal information, including postal and e-mail addresses, to contact you regarding our goods and services and any other offers and/or promotions that we believe might be of interest to you. Special Note: We will make no use of your telephone number as a result of your Entry except to contact potential winners and to verify your eligibility to enter.

GENERAL CAUTION / RELEASE. Sponsor reserves the right to permanently disqualify any Entrant it believes has intentionally violated these Official Rules. If, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of determination of winners or the prize drawings, or if technical difficulties or technical corruption (including a computer virus or system malfunction) compromise the integrity of the drawing, Sponsor reserves the right to terminate the Sweepstakes and select winners from among all eligible entries received prior to termination. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted at www.siriusxm.com, siriusxmdealerprograms.com and siriusxmdealertrial.com. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by the Sponsor and its agents. You agree, on your own behalf, and on behalf of your heirs, executors,

administrators, legal representatives, successors, and assigns (“**Releasing Parties**”), to hereby release, and agree to defend, indemnify, and hold harmless the Sponsor, its affiliates, and all other businesses involved in this Sweepstakes (including other prize vendors/providers), as well as each of their respective employees, shareholders, officers, directors, members, agents and representatives, successors, and assigns (“**Released Parties**”), from any and all actions, causes of action, suits, debts, dues, sums of money, accounts, reckonings, covenants, contracts, controversies, agreements, promises, trespasses, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, including for injury and death, judgments, extent, executions, claims and demands whatsoever, in law, admiralty or equity, whether known or unknown, foreseen or unforeseen, against Released Parties which any one or more of the Releasing Parties ever had, now have or hereafter can, shall or may have, whether known or unknown, asserted or non-asserted, which may in any way arise out of or relate to your participation in this Sweepstakes or the awarding, acceptance, and use or misuse of a prize.

DISCLAIMER OF LIABILITY. The Released Parties shall not be responsible for (i) any typographical or other error in the publishing or printing of the offer, administration of the Sweepstakes or in the announcement of any prize; (ii) lost, late, misdirected, damaged, illegible or incomplete entries; (iii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; (iv) any injury or damage to Entrant’s or any other person’s or Dealership’s computer related to or resulting from participating in the Sweepstakes; or (v) the failure of any third party to comply with the instructions and proper administration of this Sweepstakes. You agree that the Released Parties shall not be liable for any injury, including death, loss or damage of any kind caused or claimed to be caused, by participation in this Sweepstakes, or from the acceptance or use or redemption of any prize.

FORCE MAJEURE. In the event Sponsor and its agents are prevented from continuing with the Sweepstakes or awarding of any prize as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, pandemic, quarantine, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, or local government law, order, or regulation, or order of any court or other cause not within their control, Sponsor and its agents shall have the right to modify, suspend, extend, or terminate the Sweepstakes or award or not award any prize.

LAW / DISPUTE RESOLUTION. This Sweepstakes shall be governed by and interpreted under the laws of the State of New York, U.S.A., without regard to its conflicts of laws provisions that may require the application of the laws of another jurisdiction. Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes shall be resolved individually, without resort to any form of class action. Any action or litigation concerning this Sweepstakes shall take place exclusively in the federal or state courts sitting in New York, New York, and you expressly consent to the jurisdiction of and venue in such courts and you waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. You agree to service of process by mail or other method acceptable under the laws of the State of New York. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. YOU HEREBY WAIVE

ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

WINNERS LIST. For the name of the winning Dealerships, available between 30-60 days following the end of the Entry Period, send a stamped, self-addressed envelope (except where prohibited) and a note identifying the name of this Sweepstakes, within ninety (90) days following the end of the Entry Period to the Sponsor at the address set forth above, Attention: Automotive Remarketing/Tailgate2021 DEALERSHIP Winners list.

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