

NEW ELANTRA CHALLENGES EVENT
Official Rules

NO PURCHASE, PAYMENT OR SUBMISSION TO A SALES PRESENTATION OF ANY KIND NECESSARY TO PLAY OR RECEIVE A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

SWEEPSTAKES PERIOD: The New Elantra Challenges Event (“Sweepstakes”) begins at 12:00:00 AM Pacific Time (“PT”) on March 18, 2019 and ends at 11:59:59 PM PT on April 15, 2019 (“Sweepstakes Period”). Sponsor’s database clock is the official time-keeping device for this Sweepstakes.

SPONSOR: Hyundai Motor America (“Sponsor”), 10550 Talbert Avenue, Fountain Valley, CA 92708.

ELIGIBILITY: Sweepstakes is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least 18 years of age or older and a licensed driver of a motor vehicle possessing a valid driver’s license at time of entry. Employees, officers, directors and agents (and their immediate family members (spouses, parents, children, siblings and their spouses, regardless of where they reside) and members of the same household, whether or not related) of Sponsor, its retailers and retailer personnel, URI Global, Inc. (“Administrator”), and each of their respective parent companies, subsidiaries, affiliates, divisions, advertising, production and promotion agencies, dealers, vendors and any and all other companies associated with the Sweepstakes are not eligible to enter or win a prize. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final and binding on all matters relating to the Sweepstakes.

GENERAL: VOID WHERE PROHIBITED BY LAW. SUBJECT TO ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

HOW TO ENTER: Visit <http://www.hyundaievents.com/challenges> during the Sweepstakes Period and follow the on-screen instructions to complete and submit your official entry form by (i) providing your first and last name, phone number including area code, and a valid email address, in addition to selecting your primary language, acknowledging that you are 18 years or older, and accepting these Official Rules and Sponsor’s privacy policy and (ii) sharing your challenge or goal in 120 characters or creating a challenge or goal by clicking on the automatic generator (hereinafter, i and ii individually referred to as an “Entry” and collectively as “Entries”). If you opt to use a wireless mobile device to submit an Entry, standard message and data rates and other charges may apply. Check your mobile plan for rates/details prior to entering via a mobile device. Participation via a mobile device may not be possible on all carriers. **Regardless of how many times an entrant utilizes the automatic generator to create a challenge or goal, there is a limit of one (1) Entry per person/per email address during the Sweepstakes Period. Multiple or duplicate Entries received that are in excess of the stated limitation will be disqualified. All Entries must be received by 11:59:59 PM PT on April 15, 2019. Attempting or completing a challenge or goal is not required for Entry.** If you include the names of other individuals or organizations in your Entry, you must have their permission to be included and to grant the rights set forth below. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Sponsor shall have the right to disqualify any entries that they deem to be dangerous, obscene, vulgar, sexually explicit, lewd, derogatory, hateful, tortious, libelous, inappropriate or otherwise not in good taste, contain material that violates or infringes another’s rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way, as determined by the Sponsor in its discretion. Your Entry is not confidential or proprietary. By participating in this Sweepstakes, you grant, assign, convey, and transfer all rights, title, and ownership, including without limitation all copyright and any other intellectual property and moral rights in the Entry to Sponsor. By submitting an Entry, you hereby grant and license the Sponsor, its affiliates, subsidiaries, assigns, licensees, and legal representatives the irrevocable, perpetual, worldwide royalty-free right and license to use, reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry (as such may be edited and modified by the Sponsor in its discretion) in connection with the Sweepstakes and such other products or services as the Sponsor may designate in any medium now known or hereafter devised for editorial, commercial, promotional and all other purposes including posting on any websites. **Entries must be 100% your original work, and must not contain any third party material or content (including but not limited to any company names or trademarks or any other copyrighted or**

trademarked content) for which you have not been granted specific written permission for this use by the copyright or trademark rights holder. You hereby grant to the Sponsor and their designees the right to use any edited Entry, or parts of an Entry, without your approval and waive any right to inspect or approve uses of the Entry prior to or following publication and any right to compensation for the Entry. All elements of your Entry must be your original work and must be owned by you, and you must have the right to grant any and all necessary rights and licenses, including without limitation, all necessary copyright and other related rights to all of the materials, free and clear of all claims and encumbrances without violating the rights of any person or entity, including any right to privacy or publicity.

CONDITIONS OF ENTRY: Use of automated devices is strictly prohibited. Any Entry that is submitted with the use of a script, macro or other mechanical or automated device or means, or that otherwise fails to comply with any of these Conditions of Entry or any other provision of these Official Rules, will be void and/or subject to disqualification in Sponsor's sole determination. All Entries become the property of the Sponsor and will not be returned. Sponsor is not responsible for and shall not be liable for: (i) late, lost, stolen, delayed, misdirected, incomplete, unreadable, or inaccurate Entries; (ii) errors of any kind whether mechanical, human or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes or the processing of Entries; (iii) data corruption, theft, destruction, unauthorized access to or alteration of Entry or other materials; or (iv) any printing, typographical, human, administrative or technological errors in any materials associated with the Sweepstakes. In the event of a dispute as to the identity or eligibility of any potential prize winner, the winning Entry will be declared made by the "Authorized Account Holder" of the email address provided in the winning Entry. "Authorized Account Holder" is defined as the natural person to whom the applicable service provider has assigned the email address.

SELECTION OF WINNERS/RANDOM DRAWING: Two (2) potential Grand Prize Winners, ten (10) potential First Prize Winners and fifty (50) potential Second Prize Winners will be selected in a random drawing from among all eligible Entries received during the Sweepstakes Period. The random drawing will be conducted on or about April 22, 2019 by an independent judging organization whose decisions on all matters relating to this Sweepstakes are final. Odds of winning will depend upon the number of eligible Entries received during the Sweepstakes Period. In the event more prize winner notifications are issued, or more winning claims are received than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human or other error or problem, a random drawing will take place from among all eligible prize claims to award the prize, as set forth in these Official Rules. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. No more than the number of prizes stated in these Official Rules will be awarded. Sponsor reserves the right to reward fewer than stated number of prizes if it does not receive a sufficient number of eligible and qualified Entries during the Sweepstakes Period. **Limit one (1) prize per person and per household.**

NOTIFICATIONS/RELEASES: Potential prize winners will be notified by telephone and/or email on or about April 22, 2019. Potential prize winners will be required by Sponsor to complete and return a Prize Verification Form, Liability and where lawful a Publicity Release to Administrator within five (5) business days of notification. If any potential prize winner cannot be contacted within five (5) business days of the first notification attempt, or if any prize or prize notification is returned as undeliverable, or if any potential prize winner rejects his/her prize, or in the event of any potential prize winner's noncompliance with these Official Rules, then the prize will be forfeited and may be awarded to an alternate prize winner in a random drawing from among all remaining eligible Entries received during the Sweepstakes Period. Upon forfeiture of any prize, no compensation will be given. Sponsor is not responsible for fraudulent calls or emails made to entrants not by the Sponsor. By accepting a prize, each prize winner grants to Sponsor the right to use his/her name, voice, photograph, video, likeness, hometown, biographical information and prize details in any medium (whether now or hereafter known) throughout the world in perpetuity for any lawful purpose without further permission, consideration or payment (except where prohibited by law).

PRIZES AND THEIR APPROXIMATE RETAIL VALUE ("ARV"): **TWO (2) GRAND PRIZES:** Each Grand Prize consists of one (1) two hundred dollar (\$200) Amazon.com Gift Card. The ARV of each Grand Prize is \$200. **TEN (10) FIRST PRIZES:** Each First Prize consists of one (1) fifty dollar (\$50) Amazon.com Gift Card. The ARV of each First Prize is \$50. **FIFTY (50) SECOND PRIZES:** Each Second Prize consists of one (1) twenty dollar (\$20) Amazon.com Gift Card. The ARV of each Second Prize is \$20. The total ARV of all prizes combined is \$1,900. **Amazon.com Gift Cards will be awarded electronically via email to the email address provided at time of Entry. Each prize winner will be solely responsible**

for any and all expenses associated with the acceptance and use of prizes. The ARV of prizes set forth above represents Sponsor's good faith determination of the actual fair market value and, as ultimately determined by Sponsor, is final and binding and cannot be challenged or appealed. In the event a stated ARV is more than the actual fair market value, the difference will not be awarded in cash or otherwise. Prize winners are solely responsible for reporting and paying any applicable Federal, State and local taxes on prizes.

PRIZE RESTRICTIONS: Amazon.com Gift Cards are subject to restrictions and terms and conditions as set forth by gift card provider (see Amazon.com/GC-legal). Sponsor will not be responsible for lost, stolen or misplaced Amazon.com Gift Cards. Unused Amazon.com Gift Cards cannot, for any reason, be refunded, exchanged for cash, or applied toward any previous purchases. Prizes are non-transferable and no substitutions, exchanges, or cash redemptions may be made, except by Sponsor. Sponsor will have the right, but not the obligation, if any prize cannot be awarded due to circumstances beyond Sponsor's reasonable control or for any other reason as determined by Sponsor, to award a substitute prize of equal or greater value as determined by Sponsor in Sponsor's sole discretion.

GENERAL CONDITIONS: If the Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify or suspend the Sweepstakes and award the prizes from among all eligible Entries received prior to cancellation. Sponsor also reserves the right to take any required legal action against that person/entity. Sponsor may prohibit or disqualify you from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that you are (i) attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices, or (ii) intending to annoy, abuse, threaten, or harass any other entrants or Sponsor representatives. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT AND SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. The Released Parties (defined below) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, any Entry. The Released Parties are not responsible for: (a) incorrect or inaccurate transcription of Entry information or late, mistranscribed, delayed or incomplete Entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the Entry process or this Sweepstakes; or (e) printing, typographical, electronic or human errors which may occur in the offer or administration of this Sweepstakes or the processing of Entries, including any error in the printing of the Sweepstakes materials or the offering or announcement of the prizes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

RELEASE AND LIMITATION OF LIABILITY: By participating in the Sweepstakes, you agree to waive any and all claims against, and to release and hold harmless Sponsor, Administrator, and each of their respective parents, affiliates, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, vendors, representatives, and advertising, production and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, the "Released Parties") from any and all liability for any loss, physical or emotional harm, damages, costs or expenses, arising out of your participation in this Sweepstakes, including but not limited to attempting or completing any challenge or goal, or the acceptance, possession, use or misuse of any prize, including, without limitation, claims alleging property damages, personal injury and/or death, and claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property-related cause of action. To the maximum extent permitted by law, prizes are awarded "as-is" and the Released Parties have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY

DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO THE SWEEPSTAKES, INCLUDING DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES, THE PRIZES, AND EVERYTHING ELSE IN CONNECTION THERETO IS PROVIDED "AS IS" WITHOUT WARRANTY, GUARANTY OR REPRESENTATION OF ANY KIND, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

DISPUTES AND GOVERNING LAW: By entering the Sweepstakes, you agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event will attorneys' fees be awarded or recoverable; and (3) to the maximum extent permitted by law, under no circumstances will you be permitted to obtain any award for, and you hereby knowingly and expressly waive all rights to seek, punitive, incidental or consequential damages and/or any other damages, other than actual out-of-pocket expenses, and/or any and all rights to have damages multiplied or otherwise increased. The interpretation of these Official Rules shall be governed by the laws of the United States and the State of California exclusively and solely by and within the courts of that state without regard to choice of law principles.

FORCE MAJEURE: In the event the Sponsor is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's control (each a "Force Majeure" event) the Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without notice or further obligation. If the Sponsor, in its sole discretion, elects to abbreviate, cancel or terminate the Sweepstakes as a result of a Force Majeure event, the Sponsor reserves the right, but shall have no obligation, to award the prizes from among all valid and eligible Entries received up to the time of such Force Majeure event.

USE OF INFORMATION: The information that you provide in connection with the Sweepstakes may be used for Sponsor's internal purposes and to send you information about Sponsor's products and offers, but will not be provided to third parties, except as necessary for the administration of Sweepstakes or as required by law or legal process. For more information about Sponsor's use of personal information, see Sponsor's privacy policy by visiting <https://www.hyundaiusa.com/privacy-policy.aspx>. By participating in this Sweepstakes and agreeing to these Official Rules, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's Privacy Policy. Additionally, any communication between an entrant or a prize winner and Sponsor or its agencies regarding this Sweepstakes (e.g. phone calls, emails, etc.) may be recorded for quality assurance and training purposes.

WINNERS LIST/OFFICIAL RULES: To obtain a list of prize winners (available after April 30, 2019) or a copy of these Official Rules, send a stamped, self-addressed envelope to be received by May 31, 2019 to: New Elantra Challenges Event, c/o Centra360, 1400 Old Country Road #306, Westbury, NY 11590. Please specify "Official Rules" or "Winners List" on outer envelope.