

Spring Demo Ride Campaign Competition ("Competition")

Terms & Conditions

No purchase necessary to enter Competition. Promoter: Harley-Davidson Europe Limited, Oxford Business Park, 6000 Garsington Road, Oxford OX4 2DQ ("**Promoter**").

1) ELIGIBILITY

To enter the Competition participants must: i) be 18 years of age or older at time of submitting information and entering the Competition; ii) hold a valid motorcycle license; (iii) be a resident of Sweden; and (iv) take their test ride in Sweden ("Participant"). The Competition is not open to directors, members, partners, employees, agents or consultants of the Promoter or any person who directly or indirectly controls or is controlled by the Promoter, or any supplier of goods or services in connection with the Competition, or the spouses, life partners, business partners or immediate family members of any individual employed by the Promoter.

The Competition is subject to all local laws and regulations where offered. The Competition is void where prohibited or restricted by law.

2) HOW TO ENTER

Participants may enter the main Competition in two ways:

Participants may book a free test ride on a Harley-Davidson Softail or Touring motorcycle online at h-d.com/freedomdays and complete and submit the online entry form found there along with their details to book the free test ride. Participants must also provide an answer to the following statement: Describe your dream day on a Harley-Davidson in 250 characters or less.

- a) " using no more than 250 characters (spaces do not count), in Swedish or in English ("the Competition Question"). Harley-Davidson motorcycles that may be used in this Competition for a test ride include any new Harley-Davidson Softail and Touring models.

Once the test ride is completed and the Competition Question is submitted, the Participant shall be entered into the Competition.

- b) Alternatively, Participants may visit their local authorized Harley-Davidson dealership and book a free test ride on a motorcycle at the dealership and enter the Competition. Participants will be entered into the Competition after submitting their details, completing the Competition Question and completing their free test ride on a motorcycle at the authorized dealership.

This promotion shall run from 30 May 2019 until 31 July, 2019. All test ride requests must be booked and taken by midnight on 31 July 2019. Participants may take as many test rides during the promotion as they would like but will only be entered into the Competition once.

The Promoter cannot guarantee the availability of a test ride for the purpose of entering the Competition. The Promoter cannot guarantee that a Participant's preferred dealership will have bikes available for the purpose of a test ride.

3) PRIZE

The winner of the Prize Draw shall win a shopping voucher worth SEK 25.000 to be spent at an authorized Harley-Davidson Dealership on a new Harley-Davidson Motorcycle, on Harley-Davidson Genuine Motorclothes or Genuine Harley-Davidson Motorcycle Parts & Accessories. The full amount needs to be spent at once and no cash substitution of the Prize shall be permitted. The Winner of the Prize shall use the voucher not later than 30 November 2019 at an authorized Harley-Davidson Dealership in their country of residence.

4) SELECTION OF THE WINNER

The winner will be selected by a committee consisting of three persons appointed by the Promoter, and at least one committee member shall be completely independent from Promoter or any of its related entities (the “Competition Committee”). The Competition Committee will select one winner from all eligible Swedish Participants. The criterion for selection of the winner will be the most creative and original answer to the Competition Question – selected at the sole discretion of the Competition Committee on the 16 August 2019, in the United Kingdom from among all eligible entries submitted. The winner’s surname and location will be announced on 16 August 2019, unless the winner’s objects to this information being published or requests a reduction in the amount of information being published. The winner shall be contacted prior to 16th August, 2019 using the contact details they submitted for their test ride to inform them of their prize and seek their permission to announce their surname and location. The awarding of Prize is subject to verification of winner’s eligibility and identity to Promoter’s reasonable satisfaction. Promoter reserves the right to disqualify individual Participants from the Competition if there are justifiable grounds, e.g. infringement of the rules of participation or influencing the Competition, such as manipulation of entry forms. Should a winner be picked through the random Competition that does not meet the eligibility criteria or is disqualified through Promoter’s sole discretion, the Promoter shall have pick a new winner and this process shall be repeated until a winner is picked who meets all of the eligibility criteria.

5) PUBLICITY RELEASE

Except where prohibited, winners may be requested to take part in publicity resulting from this Competition. However, such publicity participation shall be subject to each winner’s separate consent from these Terms and Conditions. The awarding of the Prize is not subject to the consent or participation in any publicity actions.

Should a Participant become a winner, the Participant hereby grants exclusive rights to Promoter to use the Participant's answer to the Competition Question as a work of copyright under the Copyright, Designs and Patents Act 1988. The winner's answer may be sub-licensed in full or in part to a third party as well as made public, altered, adapted, combined with another work, included into a collection of works and also presented to the public under Promoter's name. The fee for such exclusive license is included in and represented by the prize and a winner shall not be entitled to any additional compensation.

6) DISPUTES/CHOICE OF LAW:

By entering the Competition, Participants agree to accept and abide by these Terms & Conditions and agree that any dispute with regard to the conduct of this promotion, rule interpretation or award of prize shall be submitted to Promoter, whose decision shall be binding and final. Promoter reserves the right to amend these terms and conditions at any time.

Except where prohibited, each Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the courts of England and Wales, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; (3) no punitive, incidental, special, consequential or other damages, including without limitation, lost profits, may be awarded (collectively, "**Special Damages**"), and (4) Participant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. English law governs the promotion and all aspects related thereto.

7) DATA PROTECTION AND PRIVACY

Personally identifiable information (including e-mail addresses, names, addresses, etc.) that is submitted by Participants as part of this promotion will be used only to administer the promotion, select the Prize winner and fulfill the Prize, and will be treated in accordance with all applicable data protection laws and Promoter's privacy policy accessible at www.harley-davidson.com. In particular, the Promoter points out, that without explicit consent of the Participant, such personally identifiable information of the Participant will not be passed on to or left for use by third parties save for the use of such information for the purposes described in this clause.