

HONDA DREAM, BUILD & WIN SWEPSAKES OFFICIAL SWEEPSTAKES RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS PROMOTION IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID IN PUERTO RICO, IN OTHER U.S. TERRITORIES AND POSSESSIONS, OUTSIDE THE U.S., AND WHERE PROHIBITED.

1. DESCRIPTION: The Honda Dream, Build & Win Sweepstakes (the "**Sweepstakes**") begins on Monday, April 6, 2015 at 12:00:01 pm Pacific Time ("**PT**") and ends on Monday, May 11, 2015 at 8:59:59 pm PT (the "**Sweepstakes Period**"). The Sweepstakes Period consists of two (2) individual entry periods (each an "Entry Period" and collectively, the "Entry Periods") as defined in the Entry Chart in Section 3. Each Entry Period will culminate with a random drawing to award an "Entry Period Prize", as described in Section 6, from among all eligible entries received during the corresponding Entry Period. Non-winning entries will NOT roll over to the subsequent Entry Period. At the conclusion of the Sweepstakes Period, a random drawing will be conducted from all eligible cumulative, non-Entry Period Prize winning entries received to award one (1) "Grand Prize," as described in Section 6. The sponsor of this Sweepstakes is American Honda Motor Co., Inc. ("**Sponsor**"). The administrator of this Sweepstakes is Creative Zing Promotion Group ("**Administrator**").

2. ELIGIBILITY: This Sweepstakes is open only to U.S. citizens residing in the fifty (50) United States and District of Columbia, who are physically located and residing therein and who are at least eighteen (18) years of age and the age of majority in their state of primary residence at the time of entry and possess a valid U.S. driver's license ("**Entrant**"). Employees of Sponsor, Administrator, Rubin Postaer and Associates (collectively, the "**Sweepstakes Entities**"), their advertising or promotion agencies, those involved in the production, development, implementation or handling of this Sweepstakes, any agents acting for, or on behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees, any other person or entity associated with this Sweepstakes are ineligible to enter or win this Sweepstakes. Household Members and Immediate Family Members of such individuals are also not eligible to enter or win. "**Household Members**" shall mean those people who share the same residence at least three months a year. "**Immediate Family Members**" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Void where prohibited or restricted by law.

3. HOW TO ENTER: During the Sweepstakes period, go to <http://automobiles.honda.com/tools/build-price> (the "**Website**"), locate the Honda Build & Price Tool on the Website, select an eligible Honda model*, complete the steps to build and price a Honda, and complete the entry form by providing your first and last name, primary email address, daytime phone, address, city, zip code and state of residence, and affirmatively accept the rules to receive one (1) entry into the drawing corresponding to the Entry Period in which your entry is received and the Grand Prize drawing.

*The following Honda models are eligible to be won in this Sweepstakes: Accord Sedan, Accord Coupe, Accord Hybrid, Civic Sedan, Civic Coupe, Civic Si Sedan, Civic Si Coupe, Civic HF, Civic Hybrid, Crosstour, CR-V, CR-Z, Fit, Insight, Odyssey, Pilot and Ridgeline. The following models are **NOT available** to be won in this Sweepstakes: Accord Plug-In, Fit EV, Civic Natural Gas, Clarity and any prior or discontinued Honda model.

All requested information on the entry form must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry

Limit one (1) Entry per person and/or email address, per Entry Period. All entries must be received in accordance with the Entry Chart below. Entries in excess of the limits stated herein will result in disqualification of the Entrant. Entries generated by a macro, script or other automated means will be disqualified. Each Entrant must be the rightful owner (or have authorized use) of the email address or telephone number (if applicable) used for entry. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute

thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the Entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Incomplete, unreadable, or unintelligible entries will be disqualified. Entrants must provide all information requested to be eligible to win. Participation in the Sweepstakes constitutes Entrant's understanding of and full and unconditional agreement to and acceptance of these Official Rules. Sponsor reserves the right to disqualify any Entrant that Sponsor determines to be in violation of any term contained in these Official Rules.

Entry Chart

Entry Period#	Start Date	End Date	On or About Drawing Date
1	April 6, 2015 at 12:00:01 pm PT	April 22, 2015 at 11:59:59 pm PT	April 27, 2015
2	April 23, 2014 at 12:00:00 am PT	May 11, 2015 at 8:59:59 pm PT	May 15, 2015
Grand	April 6, 2015 at 12:00:01 pm PT	May 11, 2015 at 8:59:59 pm PT	May 15, 2015

4. ODDS OF WINNING: Odds of winning Entry Period Prizes depend on the number of eligible entries received during each Entry Period. The odds of winning the Grand Prize depend on the total number of cumulative entries received throughout the Sweepstakes Period.

5. WINNER SELECTION & NOTIFICATION: Each potential winner will be selected in random drawings conducted by the Administrator from among all eligible entries received in accordance with the Entry Chart in Section 3. Each potential winner will be notified by email and/or telephone as determined by Administrator, within approximately five (5) days of the drawing date indicated in the Entry Chart. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of Entrants. The Sweepstakes Entities shall have no liability for any such notification that is lost, intercepted, or not received by a potential winner. Each potential winner must be able to receive telephone calls from an unlisted and/or blocked number. Messages may not be left. Administrator reserves the right to disqualify anyone not fully complying with the Official Rules. Winners will be required to respond (as directed) to the notification within three (3) days (or shorter time if required by exigencies) of first attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, Administrator will randomly select an alternate winner from the remaining eligible entries, time permitting. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, may attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected. Potential winners must verify address and return within five (5) days an affidavit of eligibility, a liability release and (where imposing such condition is legal) a publicity release (collectively, the "**Prize Claim Documents**"). Failure of any winner to return the Prize Claim Documents within the specified time period may result in forfeiture of the prize and selection of an alternate winner from the remaining eligible entries for that prize. A prize will not be awarded until all such properly executed forms are returned. If a prize is awarded but goes unclaimed or is forfeited by recipient, such prize may not be re-awarded, in Sweepstakes Entities' sole discretion. Administrator reserves the right to disqualify anyone not fully complying with the Official Rules.

6. PRIZES: (1 Grand Prize & 2 Entry Period Prizes Available)

Grand Prize (1)	There is one (1) Grand Prize available. The Grand Prize consists of the following: (a.) winner's choice of either one (1) Honda 2015 Accord Sedan Touring vehicle, Manufacturer's Suggested Retail Price (" MSRP "), including destination and handling charges is \$34,450 OR one (1) Honda 2015 CR-V Touring AWD vehicle,
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	Manufacturer's Suggested Retail Price ("MSRP"), including destination and handling charges is \$33,775; (b.) one (1) 2015 Honda Forza Scooter; (c.) two (2) EU200i Companion generators; (d.) One (1) Honda HRX Series Mower (Model HRX217VYA); (e.) one (1) Honda Trimmer (Model HHT35SLTA); and (f.) the cash difference between the stated approximate retail value (" ARV ") of the Grand Prize and the actual cost of the Grand Prize items detailed above. ARV of Grand Prize: Fifty Thousand Dollars (\$50,000). Grand Prize winner will have the option to receive \$15,000 in cash in lieu of the Grand Prize components listed above.
Entry Period Prizes (2)	There are two (2) Entry Period Prizes available. Each Entry Period Prize consists of the following: One (1) 2015 Honda vehicle as built by the Entry Prize winner on the website. The maximum ARV of the Entry Period Prize: Sixty Three Thousand Eight Hundred Eighty Three Dollars (\$63,883). The actual ARV of the Entry Period Prize will depend upon the MSRP of the Honda vehicle associated with the Entry Period Prize winning entry. The Entry Period Prize will have the option to receive \$10,000 in cash in lieu of the Entry Period Prize components listed above.

Total Maximum Cumulative ARV: \$177,766

For vehicle prizes, Sponsor reserves the right to substitute a newer model year for any reason. Sponsor, will determine Grand Prize vehicle's color and equipment in its sole discretion, any upgrades and options are at the sole expense of the Grand Prize winner. For each Entry Period Prize, Sponsor will make best efforts to provide vehicle color and equipment associated with the Entry Period Prize winning entry. Package, factory options, and other specifics not specified by Entry Period Prize winner on the Website during entry will be determined by Honda, and are subject to availability. Sponsor reserves the right to substitute package, trim level, options or model year for any reason in Sponsor's sole discretion.

Vehicle prizes include destination charges and handling only. MSRP and ARV of each Grand Prize and Entry Period Prize vehicle is as of date of posting of these Official Rules, and may differ from any vehicle shown in promotional materials. Winners will be responsible for all taxes (federal, state, local and/or income) associated with receipt of the prizes and all expenses not listed, including but not limited to travel to and from the participating Honda dealership, related to acceptance and use of a vehicle, including optional equipment, title, license, insurance and registration fees required in claiming a Vehicle. Winners will be issued an IRS 1099 form for the value of the prize. American Honda Motor Co., Inc. will use all reasonable efforts, subject to availability, to deliver vehicle within 120 days of receipt of completed Prize Claim Documents. Sweepstakes Entities are not responsible for delays in delivery. Each prize winner must take delivery of prize vehicle within 30 days of notice of availability from the Sponsor-selected dealer near prize winner's residence. Prize winners must present a valid driver's license issued in his/her state of residence and evidence of legally required insurance for each prize vehicle at time of delivery. Grand Prize winner is responsible for obtaining any licenses and/or permits required to operate Honda Forza Scooter. Depending on proximity of the Grand Prize winner's residence to the Sponsor-selected dealer, the Grand Prize EU200i Companion generators, Honda HRX Series Mower and Honda Trimmer may be shipped to the winner's residence, or made available for pick-up at the Sponsor-selected dealer, at the sole discretion of the Sponsor. Prize winner will also be responsible for sales tax, luxury tax, extended warranties, registration, license, insurance fees, title, plates and cost of any available upgrade and/or optional equipment not provided with vehicle. Vehicle(s) awarded may differ from vehicle(s) shown in promotional materials.

Except as stated in the manufacturer's limited warranty for the vehicle, neither Sponsor, Administrator, nor any other person associated with the manufacture, distribution, development and execution of this Sweepstakes and its prize(s), or any of their respective affiliates, parent companies, subsidiaries, directors, officers, employees, and agents makes any warranties, representations or guarantees, express or implied, in fact or in law, relative to the use or enjoyment of the vehicle, including, without limitation, its quality, mechanical condition, merchantability or fitness for a particular purpose. Any and all guarantees and warranties for the Grand Prize and/or Entry Period Prizes are subject to the manufacturer's terms and conditions, and the winners agree to look solely to such manufacturers for any such warranty or guarantee claim.

Sponsor reserves the right to substitute the prize, or any portion thereof, with a prize of comparable or greater value, if an advertised prize cannot be awarded for any reason; provided, however, that if a prize is awarded but unclaimed/forfeited by recipient, prize may not be re-awarded, in the sole discretion of the Sponsor. Prizes are non-transferrable. Limit one (1) Prize per household. Administrator reserves the right to disqualify anyone not fully complying with the Official Rules.

7. CONDITIONS OF PARTICIPATION/RELEASES: All federal, state and local laws and regulations apply. By participating, each Entrant agrees to be bound by these Official Rules and the decisions of the Sweepstakes Entities, which shall be final in all respects. By participating in this Sweepstakes and/or by accepting any prize that he or she may win, each Entrant agrees to release the Sweepstakes Entities, advertising or promotion agencies, those involved in the production, development, implementation or handling of this Sweepstakes, any agents acting for, or on behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees and any other person or entity associated with this Sweepstakes (collectively, the "**Released Parties**") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use or misuse of the prize, including any travel related thereto. Each Entrant, as a condition of receiving any prize, authorizes the Sponsor and its designees the right to use his/her name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, and on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above-mentioned information or materials, but may do so and may edit such information or materials, at its sole discretion, without further obligation or compensation. The Released Parties shall not be liable for: (i) late, lost, delayed, stolen, misdirected, postage-due, incomplete, unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses, liabilities or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize including participation in any activity or travel related thereto, or from participation in the Sweepstakes; (v) any inability of Winner to accept or use any prize (or portion thereof) for any reason and such prize or portion thereof shall be forfeited; or (vi) any printing, typographical, human administrative or technological errors in any materials associated with the Sweepstakes. Sweepstakes Entities disclaim any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Sweepstakes. The applicable Sweepstakes Entities reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes (or any portion of the Sweepstakes) should a virus, bug, computer problem, unauthorized intervention or other cause or problem corrupt or inhibit the administration, security or proper play of the Sweepstakes and, in such situation, will select the winner(s) from eligible non-suspect entries received prior to and/or after such action or in such manner as deemed fair and appropriate by the Sweepstakes Entities. The applicable Sweepstakes Entities may prohibit you from participating in the Sweepstakes or winning a prize if, in their sole discretion, they determine you are attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or any other unfair playing practices or intending to annoy, abuse, threaten or harass any other players or Sweepstakes Entities representatives. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

8. DISPUTES: This Sweepstakes is governed by the laws of the United States and the State of California, without respect to conflict of law doctrines. As a condition of participating in this Sweepstakes, participants agree that any and all disputes which cannot be resolved between the parties, 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, exclusively before a court located in California having jurisdiction and shall be governed by, and construed in accordance with, the laws of the State of California, U.S.A., without giving effect to the conflict of laws rules thereof. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (e.g. costs associated with entering), and participant further waives all rights to have damages multiplied or increased.

9. PRIVACY POLICY: Any personal information supplied by you will be subject to the privacy policy of the Sponsor posted at <http://automobiles.honda.com/information/consumer-privacy-policy.aspx>. By entering the Sweepstakes, you grant Sponsor permission to share your email address and any other personally identifiable information with the other Sweepstakes Entities for the purpose of administration and prize fulfillment, including use in a publicly available winners list.

10. SPONSOR: American Honda Motor Co., Inc., 1919 Torrance Boulevard, Torrance, CA 90501.

11. ADMINISTRATOR: Creative Zing Promotion Group, 189 S. Orange Avenue, Suite 1130A, Orlando, FL 32801

12. WINNER LIST/OFFICIAL RULES: To obtain a copy of the Winners List or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to **Honda Dream, Build & Win Sweepstakes** Winner List/Rules, 189 S, Orange Ave, Suite 1130A, Orlando, FL 32801. Requests for the names of the winners must be received no later than December 31, 2015. Vermont residents may omit return postage.