

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: This Sweepstakes (the “Sweepstakes”) is only open to legal residents of the United States, except Alaska, Hawaii, New York and Rhode Island, who are 18 years of age as of the date of entry. Employees of RumbleOn (the “Sponsor”), its affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of RumbleOn as final and binding as it relates to the content.

3. Sweepstakes Period: Entries will be accepted starting on or about 12:01 a.m. EST March 14, 2019 and ending on or about 11:59 p.m. EST December 1, 2019. All entries must be entered at a registration kiosk or postmarked no sooner than March 14, 2019 and no later than December 1, 2019 11:59 p.m. EST.

4. How to Enter: Enter the Sweepstakes during the Sweepstakes Period by visiting a registration kiosk at a RumbleOn event site or by mailing your entry to: RumbleOn – Attn: Bike Sweeps, 1350 Lakeshore Dr.; Suite 160; Coppell, TX 75019. RumbleOn event sites include Daytona Bike Week in Florida March 14-16; Leesburg Bikefest in Florida April 26-28; Rot Rally in Texas June 13-16; Motoblots Chicago June 22-24; Roar on the Shore in Pennsylvania July 17-21; Sturgis in South Dakota August 2-9; Bike, Blues & BBQ in Arkansas September 25-28; Moto on the Beach in California October 27-28; and Lone Star Rally in Texas November 1-4. To enter, you must provide your first and last name, an email address where you may be reached, and your state of residence. Entries that are not complete or do not adhere to the rules or specifications

may be disqualified at the sole discretion of RumbleOn. Limit one entry per person. You may not enter more times than indicated by using multiple email addresses, identities or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of RumbleOn.

5. Prizes: Winner will receive a 2018 Harley-Davidson FLDE Deluxe (Softail Deluxe) Electric Blue with Pin Striping, as seen on display at RumbleOn event sites during the Sweepstake Period, approximate retail value (ARV) \$50,000, VIN 1HD1YCJ11JC045064. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the Sponsor. No cash or other prize substitution permitted except at Sponsor's discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value for any reason. The prize is non-transferable. RumbleOn will deliver the prize to the winner's home address in the state of residence identified in their entry form within 90 days of verification of the winner. All other prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of the winner. Winner is responsible for payment of tax, vehicle registration and titling fees and insurance. Winner will be required to provide verification of a valid driver's license documenting license to drive a motorcycle in the state of issuance, and to obtain and provide verification of insurance for the prize as a condition of acceptance of the prize. Acceptance of prize constitutes permission for RumbleOn to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

6. Odds: The odds of winning depend on the number of entries received.

7. Winner selection and notification: Winners of the Sweepstakes will be selected in a random drawing on December 18 under the supervision of the Sponsor. Winners will be notified via email to the email address they provided in their Sweepstakes entry within five (5) days following the winner selection. If RumbleOn is unable to reach the winner within five (5) days of the drawing, RumbleOn will select an alternate winner.

RumbleOn will select up to nine alternate potential winners.

The potential winner will be required to sign and return to sponsor, within fifteen (15) days of the date the email notification is sent, an affidavit of eligibility, verification of driver's license and insurance, and a liability/publicity release (except where prohibited) in order to claim his/her prize. A winner who returns the affidavit of eligibility, verification of driver's license and insurance, and liability/publicity release within the required time period will be deemed to have accepted the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period, or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a contest or sweepstakes prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining entries. Sponsor will select a maximum of nine alternate potential winners. RumbleOn shall have no liability for a winner's failure to receive notice due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to accept the prize within fifteen (15) days from the time award notification was sent, prize may be forfeited and an alternate winner selected.

The receipt by winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Terms: RumbleOn reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, RumbleOn may select the winner from all entries received prior to and/or after (if appropriate) the action taken by RumbleOn. RumbleOn reserves the right at its sole

discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Terms & Conditions.

RumbleOn has the right, in its sole discretion, to maintain the integrity of the Sweepstakes and omit entries determined to violate eligibility or these rules.

Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, RumbleOn reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering the Sweepstakes you agree to receive email newsletters periodically from RumbleOn. You can opt-out of receiving this communication at any time by clicking the unsubscribe link in the newsletter. Continued receipt of email newsletters is not a condition of entry or eligibility.

10. Limitation of Liability: By entering, you agree to release and hold harmless RumbleOn and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the sweepstakes and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. Entrants agree to release and hold harmless Facebook and each of its respective officers, directors, managers, employees, parents, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors,

successors, representatives, dealers, distributors, advertising, promotion, and fulfillment agencies, including the Independent Administrator, consultants and legal advisors (collectively, the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt, redemption or use of a Prize, including any travel related thereto.

11. Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF the United States of America AND Texas, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Texas having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information collected from Entrants is subject to Sponsor’s privacy policies, located at <https://www.rumbleon.com/others/privacy-policy>. If you are selected as a Prize Winner, your first name, last initial, city, and state will also be included in a publicly-available winner’s list.

13. Winners List: To obtain a copy of the winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to:

**RumbleOn – Attn: Bike Sweeps
1350 Lakeshore Dr.; Suite 160
Coppell, TX 75019**

The list will be available thirty (30) days after the conclusion of the Sweepstakes.

14. Sponsor: The Sponsor of the Sweepstakes is:

**RumbleOn
1350 Lakeshore Dr.; Suite 160
Coppell, TX 75019**

ABBREVIATED RULES

NO PURCHASE NECESSARY. ODDS OF WINNING DEPEND ON NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED. Sweepstakes open to legal residents of the United States 18 & older, but not residents of AK, HI, NY & RI. Enter at a RumbleOn event kiosk or by mailing your entry 3/14/19 through 12/1/19. Entries must be postmarked on or after 3/14/19 up to 12/1/19. Sweepstakes begins at 12:01 a.m. 3/14/19 and ends 11:59 p.m. EST on 12/1/19. ARV of prize is \$50,000. Sponsor: RumbleOn. Subject to Official Rules listed at go.rumbleon.com/bikesweepsrules.