

2017 INDIAN MOTORCYCLE “BE LIKE BURT” SWEEPSTAKES COMPLETE OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of the **United States, District of Columbia and Canada (Void in Quebec)** who, at the time of entry are 18 years of age or older and who have reached the age of majority in their place of residence. Void where prohibited or restricted by law. Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Start date is August 1, 2017 and end date is September 30, 2017.

2. HOW TO ENTER. Go to: <http://www.indianmotorcycle.com/en-us/burt-munro> to submit a photo related to Indian Motorcycles and write a comment telling us something that you feel is “legendary” regarding the photo. Entrants must follow the entry instructions and complete the information requested of them (first name, last name, email and zip/Postcode). When your entry is complete, click Submit Entry (once submitted, entry cannot be deleted, canceled, or modified). Limit of one entry per person. Photo should not include anyone else in the photo that you do not have permission to release their likeness. Photo must not contain any Logo or advertising name other than Indian Motorcycle. You may enter the sweepstakes under one name and one address only. All entries must be received between 12:01 am Central Time (CT) on August 1, 2017 and 11:59 pm CT on September 30, 2017 (the “Promotion Period”). Sponsor’s computer will be the official time clock for the Sweepstakes. Multiple entries per person are prohibited. Once submitted, entries become the property of Indian Motorcycle International, LLC. (the “Sponsor”) and will not be returned. By entering this sweepstakes you are giving the Sponsor permission to use your photo and story for any advertising purposes with no further compensation.

All entries become the property of Sponsor and will not be acknowledged or returned. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified.

3. DRAWING: Five (5) Grand Prizes of Munro Apparel (Helmet and Shirt). (ARV \$200). Winners will be randomly drawn from all entries received. Winners will be drawn on or about October 6, 2017. Award of prize and confirmation of winner is contingent upon potential winner’s qualification and compliance with these Complete Official Rules. Sponsor reserves the right, in its sole discretion, to disqualify and randomly select an alternative potential Prize winner if: (a) a winner is unreachable within 3 days of being drawn; (b) a winner fails to provide Sponsor with satisfactory proof of age, identity, residency or eligibility; (c) winner declines acceptance of the prize; or (d) if in Sponsor’s determination, a winner has not complied with these Complete Official Rules. Potential Prize winner will be required to sign and return an Affidavit of Eligibility within five (5) days of notification. If affidavit is not returned within that time frame an alternate winner will be drawn. The random drawing will be conducted by Innovative Processing, Inc. an independent judging agency whose decisions are final and binding in all matters pertaining to this drawing. Entrants agree to be bound by these Complete Official Rules and the decisions of the Sponsor. The odds of winning the prize depend on the number of eligible entries received.

PRIZES: Munro Apparel (Helmet and Shirt). Total approximate ARV of this sweepstakes is (\$1,000).

4. GENERAL CONDITIONS. In the event of noncompliance, the Grand Prize will be forfeited and an alternate winner will be selected. Limit of one (1) prize per person or per household address.

Prize is non-transferable and no substitution or cash equivalent is allowed except in Sponsor’s sole discretion. Sponsor reserves the right to substitute prize of the same approximate retail value. Prize consists only of items specifically listed as part of the prize. Approximate retail value is as of the time the rules were printed, and the value of the prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded.

5. PUBLICITY. By accepting a Prize, where permitted by law, each winner grants to Sponsor, and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast and use—worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web—at any time(s), that winner name, portrait, picture, voice, likeness (as is or as may be edited, altered, or cropped), information, and biographical information as news or information and for advertising, trade, and promotional purposes without additional compensation or review. Persons in any of the following categories are **not** eligible to participate or win a prize: (a) persons who, since July 1, 2017 were or are employees of Polaris Industries, Inc. or Innovative Processing, Inc.; their parent companies, affiliates, subsidiaries, or dealers; or the service agencies of any of the above organizations; (b) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this sweepstakes; or (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories. For the purpose of this sweepstakes, “immediate family members” are defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren.

6. RELEASE OF LIABILITY AND AGREEMENT TO HOLD HARMLESS. All entrants, and the Prize winner agree to release and hold harmless Sponsor and Innovative Processing, Inc.; their parent and subsidiary companies, affiliates, subsidiaries, officers, directors, agents, and employees; and all others associated with the development and execution of this sweepstakes (and agree to confirm this release and agreement to hold harmless in writing(s)) from any and all alleged and/or actual actions, demands, losses, settlements (whether or not litigation is commenced), claims, damages, liability, and costs whatsoever (including attorney fees), existing now or in the future, with respect to or in any way arising from this sweepstakes or participation in any sweepstakes-related activity, redeeming sweepstakes prizes, and/or delivery/mis-delivery, acceptance, possession, use, or misuse of a prize including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind.

Without limitation, the Sponsor, its advertising and promotion agencies, the sweepstakes judges, will not be liable for any failure of the Web site during the sweepstakes; for any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment, or software; for the failure of any entry to be received by the Sponsor, its advertising and promotion agencies, or the sweepstakes judges for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any Web site or any combination of the above. Further, the Sponsor, its advertising or promotion agencies, the sweepstakes judges, will not be liable for any injury or damage to an entrant’s or any other person’s computer related to or resulting from participating or downloading any material in the sweepstakes.

Only the stated number of prizes set forth in these Complete Official Rules will be awarded. If, for any reason, the sweepstakes is not capable of running as planned due to, but without limitation, tampering, unauthorized intervention, fraud, human or other error, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes and to draw winner from all eligible entries received, pursuant to Rule #3, as of the date of termination. Any attempt to deliberately damage any Web site or to undermine the legitimate operation of this sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

7. DISPUTES. THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF MINNESOTA WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this sweepstakes, each participant agrees that any and all disputes that 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 Minnesota, having jurisdiction over the parties and the subject matter. 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.

8. USE OF DATA. By entering this sweepstakes, each entrant expressly consents to the storing, sharing, and use of the personal information submitted with his/her entry by Sponsor and its agents and/or representatives, only for the purpose of administering the sweepstakes and in accordance with Sponsor's Privacy Policy, unless entrant otherwise agrees. All entry and other information submitted may be used for advertising, trade, and marketing purposes both by Sponsor and authorized third parties in accordance with Sponsor's privacy policy, available at <http://www.polaris.com/en-us/company/privacy>

9. WINNERS LIST. For the names of the prize winners, send a self-addressed, sufficiently stamped envelope to 2017 Indian Motorcycle Be Like Burt Sweepstakes Winners List, PO Box 240, Clear Lake, MN 55319. Requests must be received by October 31, 2018. Limit one request per person or per household.

10. SWEEPSTAKES SPONSOR. Indian Motorcycle International, LLC, 2100 Highway 55, Medina, MN 55340. ©2017 Indian® is a registered trademark of Indian Motorcycle International, LLC.

This sweepstakes may be advertised on social medias such as Facebook, Twitter, Instagram and/or, YouTube. None of these sites are associated with this promotion and therefore have no responsibility for the administration or sponsorship of the sweepstakes.