

MINI TICKET TO DRIVE: SUMMER ROAD TRIP EDITION CONTEST

OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. CONTEST PERIOD

The MINI Ticket to Drive Summer Road Trip Edition Contest (the "**Contest**") begins on August 8th, 2023 at 9:00 AM ET for eligible entrants who enter via the link in the MINI App, or on August 14th, 2023 at 9:00 AM ET for all eligible entrants and ends on September 1st, 2023 at 11:59 PM ET (the "**Contest Period**"). All times referenced in these Official Contest Rules are in Eastern Time. The Contest is run by MINI Canada, a division of BMW Canada Inc. (the "**Sponsor**"). For the purposes of the Contest, the "**Contest Group**" is composed of the Sponsor together with its respective affiliates and related companies, including without limitation its parent, sister and subsidiary companies, retailers, franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest and their respective officers, directors, employees, agents, and other representatives.

2. ELIGIBILITY

The Contest is open to legal residents of Canada who have reached the age of majority in their province or territory of residence as of the date of entry. Excluded from eligibility are officers, directors, employees, agents and other representatives of the Contest Group, each of their respective parent, affiliated and related companies, agencies, and suppliers of the materials and services related to this Contest, and members of any immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of such officers, directors, employees, agents and sales representatives.

3. HOW TO REGISTER AND ENTER

NO PURCHASE NECESSARY. Internet access and email account required. Early entry requires the MINI App. You can only use one (1) email address per person in connection with the Contest. Online entry through <https://tickettodrive.minievents.ca/>; no other means of entering the Contest will be accepted. Microsite access will be provided to all MINI customers who opted in to receive Commercial Electronic Messages from MINI Canada as of August 8th, 2023. An email invitation for the Contest will be sent to the MINI customers which will include a unique Contest login and password for the Game (defined below). The Game will only be accessible through the MINI App (in the "Explore" tab) between August 8th, 2023 and September 1st, 2023 or online through <https://tickettodrive.minievents.ca/> between August 14th, 2023 and September 1st, 2023. For no purchase necessary entry, obtain a unique Contest username and login to access Game microsite by sending a 500-word essay describing your dream road trip in a MINI, to socialteam@mini.ca no later than September 1st, 2023 at 1:00 PM ET. Limit of one (1) no purchase entry per person/email address.

Contest game ("**Game**") period is as follows:

- Early entry via the MINI App starting August 8th, 2023 to September 1st, 2023
- Online entry via <https://tickettodrive.minievents.ca/> starting August 14th, 2023 to September 1st, 2023

During the Game, entrants will have the opportunity to play games and collect badges in different categories. Entrants who collect all four (4) badges in a category, are eligible to win a

Game Prize.

Upon entry during the Game period, entrants are provided with ten (10) free plays. An additional free play is awarded each day of the Game period. The daily free plays do not accumulate and carry over for the entire Contest Period.

Any entries that are made, or suspected to have been made, through automated means or scripts will be disqualified at Sponsor's sole discretion. The clock used by the Sponsor in connection with the receipt of the entries will be the official clock to determine the date and time the entry was received. **You can only use one (1) email account per person in connection with the Contest.**

Although online access is required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and the internet.

By entering this Contest, you agree to be bound by these Official Contest Rules and the decisions of the Sponsor and/or Contest judges.

4.PRIZES

There will be eighty (80) prizes (each a "Game Prize" detailed below) available to be won for the Game and three (3) Grand Prizes during the Contest Period, for a total of eighty-three (83) prizes overall for the Contest.

GAME PRIZE TYPE	QTY AVAILABLE	APPROXIMATE RETAIL VALUE
\$250 Original MINI Accessories Voucher	5	\$250 CAD
\$100 MINI Lifestyle Gift Card	10	\$100 CAD
\$50 MINI Lifestyle Gift Card	20	\$50 CAD
MINI Big Love Prize Packs	10	\$91.25 CAD
MINI Road Trip Essentials Prize Packs	5	\$160.50 CAD
MINI Lifestyle Prize Packs	5	\$65 CAD
Knitted MINI Pillow	25	\$51.50 CAD

GRAND PRIZE	QTY AVAILABLE	APPROXIMATE RETAIL VALUE
- \$500 Original MINI Accessories Voucher	3	\$500 CAD

To be eligible for a Game Prize, an entrant must collect all four (4) badges in a category. Odds of winning depend on the number of entrants. There is a maximum of one (1) Game Prize per entrant.

On each day during the Game that an entrant uses a free game play, the entrant will receive an Entry for the Grand Prize draw. There will be a random draw for the Grand Prizes from all Entries received during the Contest Period. There is a maximum of one (1) Grand Prize per entrant.

Winner will be responsible for any and all other expenses not specifically described above as included in the Prize. Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise; however, the Sponsor reserves the right to substitute a prize of equal or greater monetary value, in cash or otherwise, at its sole discretion, if a prize cannot be awarded for any reason. Sponsor will not replace any lost or stolen prizes. Sponsor makes no representations or warranties with respect to any prize. Prize will be mailed to the selected winner.

5. GRAND PRIZE DRAWS

The Grand Prize draws will be drawn at 50 Ultimate Drive, Richmond Hill, Ontario on or about September 8th, 2023 at 12:00 PM ET. Odds of being selected as eligible to win a Grand Prize will depend on the total number of Entries received.

6. PRIZE CLAIM CONDITIONS

Selected entrants will be notified via email within approximately three (3) business days of the end of the Contest Period at the email address provided by the entrant on the Official Entry. Before being declared a winner, selected entrant must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered at a mutually convenient time by telephone. By accepting a prize, winner releases the Sponsor, the independent contest judging organization, their respective parent, related and affiliated companies, advertising and promotional agencies, participating retailers, and all of their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns from any liability in connection with this Contest or the use or misuse or possession of any prize. Return of any prize or winner notification as undeliverable, inability to reach selected entrant or failure of selected entrant to respond to notification within five (5) business days of first attempt by Sponsor or Sponsor's agent, failure to provide proof of eligibility (if requested), or other required documentation in a timely manner, failure to correctly answer the question, or other non-compliance with these Official Contest Rules may result in disqualification, forfeiture of the prize and, at Sponsor's sole discretion, selection of an alternate eligible entrant for the forfeited prize, who will be subject to disqualification in the same manner.

7. PERSONAL INFORMATION

Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you register with Sponsor, enter the Contest, and administering the Contest and prize fulfillment. You may be offered the opportunity to receive additional communications from Sponsor about its products, and upcoming contests and promotions.

By accepting a prize, winner agrees to Sponsor's use of his/her name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice. Aggregate and/or anonymized Contest winner information may be used by the Sponsor to communicate about the Contest to its retailers and distributors.

For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: http://www.bmw.ca/ca/en/general/privacy_policy/content.html.

8. GENERAL CONDITIONS

Winning a prize is contingent on fulfilling all the requirements set forth herein. All entries become the property of Sponsor and none will be returned or acknowledged. Mass entries, automated entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All Entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Contest Rules. Decisions of Sponsor and/or the independent contest judging organization will be final and binding on all matters pertaining to this Contest. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Contest Rules is determined to be invalid or otherwise unenforceable, then the Official Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to Sponsor his/her prize, or the cash value thereof. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with, or is suspected of tampering with, the entry process, the operation of the Contest and/or Contest Website, violates the Official Contest Rules, or acts with intent to annoy, abuse, threaten or harass any other person. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of the person who submitted any Entry, the authorized account holder of the e-mail address submitted at registration will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an access provider, service provider, or other person or organization responsible for assigning e-mail addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

Subject to obtaining approval from the Régie des alcools, des courses, et des jeux with respect to the Province of Quebec, Sponsor may terminate or amend this Contest at any time without prior notice, if any factor interferes with its conduct as contemplated by these Official Rules. Contest is subject to all applicable laws.

9. LIMITATIONS OF LIABILITY AND RELEASES

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT SPONSOR, ITS PARENT, RELATED AND AFFILIATED COMPANIES, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "**RELEASEES**") HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM A PRIZE, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE. FURTHER BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT RELEASEES, ITS PARENT, RELATED AND AFFILIATED COMPANIES, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE OR ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS OR DEFAMATION. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE SUCH EXCLUSIONS MAY NOT APPLY TO YOU.

Without limiting the foregoing, the Releasees and any of Sponsor's other agencies, suppliers or contractors, shall not be responsible for: (a) any incomplete or inaccurate information that is caused by Contest Website users, or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of submissions in the Contest; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, entries; (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by or from the Contest judging organization or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

10. RESIDENTS OF QUEBEC ONLY

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a decision. Any litigation respecting the

awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.