

**OFFICIAL RULES**  
**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.**

1. **SWEEPSTAKES PERIOD:** The Ally Win Your Wheels Sweepstakes, fueled by HendrickCars.com (the “Sweepstakes”) starts at 12:00 a.m. Eastern Time (“ET”) on February 14, 2024 and ends at 11:59 p.m. ET on September 20, 2024 (the “Sweepstakes Period”).
2. **ELIGIBILITY:** Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older as of the date of entry and have a valid driver’s license. Employees of Ally Financial Inc. (the “Sponsor”), HMS Holdings, LLC (“HMS”), Hendrick Automotive Group, LLC, and each of their parents, subsidiaries, divisions, affiliates, employees, directors, shareholders, suppliers, licensors, distributors and advertising, promotional and judging agencies, including Don Jagoda Associates, Inc. (“Administrator”), MKTG, Inc. (collectively with Sponsor, HMS, Hendrick Automotive Group, and Administrator, “Indemnitees”), National Association for Stock Car Auto Racing, LLC (“NASCAR”), and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not) are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** Entrants may enter the Sweepstakes by visiting [ally.com/sweepstakes/nascar](http://ally.com/sweepstakes/nascar) and completing the registration form to earn one (1) entry into the random drawing. All entries must be submitted by 11:59 p.m. ET on September 20, 2024 to be eligible.

Limit one (1) entry per person during the Sweepstakes Period. Any attempt by any entrant to enter by using multiple/different email addresses, mailing addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate online is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by entrants’ online/phone service may apply.

4. **PRIVACY:** Information collected from entrant is subject to Sponsor’s Privacy Policy at <https://www.ally.com/privacy> and will be used and disclosed for any lawful purpose, including without limitation, administrating this Sweepstakes and may be shared with the Indemnitees, for licensed product offerings and marketing campaigns. This section does not limit any other consent(s) that an entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information.
5. **RANDOM DRAWING:** Five (5) First Prize winners will be selected in a random drawing on or about September 24, 2024 from among all eligible entries received during the Sweepstakes Period. The drawing will be conducted by Administrator, whose decisions are final on all matters relating to the drawing. Odds of winning are dependent upon the total number of eligible entries received during the Sweepstakes Period.
6. **GRAND PRIZE KEY EVENT:** All five (5) First Prize winners will be invited to attend the Grand Prize Key Event at a Sponsor-selected location on a Sponsor-selected date during the weekend of the First Prize trip (“Event”), where each First Prize winner will receive a randomly selected key, and an opportunity to start the Grand Prize vehicle. If a First Prize winner’s key starts the vehicle, they will win that vehicle (subject to verification of eligibility and compliance with the Official Rules). A First Prize winner must be present to win, but if, for any reason, a First Prize winner is unable to participate in the Event, the First Prize winner may designate a representative (their travel companion only) to attempt to start the vehicle for them. A designee must be 18 or older with a valid driver’s license, approved by Sponsor and sign a Liability Release. In the event a First Prize winner designates a representative to attempt to start the vehicle for them and that representative receives the key that starts the vehicle, representative will not receive any form of compensation nor will they have any claim to the Grand Prize. Grand Prize will only be awarded the Grand Prize winner (who was a confirmed First Prize winner) and not the representative. Maximum odds of a First Prize winner receiving the key that starts the vehicle are 1 in 5. Any additional details will be provided to winners at time of Event and winners must follow all procedures or they may be ejected from the Event and lose the opportunity to win the Grand Prize.

7. **WINNER NOTIFICATION:** By participating in this Sweepstakes, entrants expressly agree to electronic communications with the Sponsor and/or Administrator for the purposes of administering this Sweepstakes. Potential First Prize winners will be required to sign and return, via email, a Declaration of Eligibility & Liability Release, and where legal, a Publicity Release within twenty-four (24) hours of notification. Failure to reach potential winner within the stated deadline, return notification as undeliverable, or potential winner otherwise does not meet all Sweepstakes conditions, will result in all rights to the prize to be forfeited and an alternate winner may be selected. No correspondence pertaining to this Sweepstakes will be entered into except with potential winners.
8. **PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):**
- a. **Grand Prize (1):** A limited edition Chevrolet Camaro SS in Radiant Red, customized for the Hendrick Motorsports 40<sup>th</sup> Anniversary (“**Vehicle**”). The Manufacturers Suggested Retail Price of the Grand Prize is \$75,000.
  - b. **First Prizes (5):** A 5-day/4-night trip for two (2) to the 2024 NASCAR Cup Series™, XFINITY 500™ race on November 3, 2024 at Martinsville Speedway, and the opportunity to participate in the Event to win the Grand Prize. Trip includes round-trip economy class air transportation from the major airport nearest winner’s residence to Charlotte, NC or other Sponsor-determined airport; hotel accommodations for four (4) nights (one room based on double occupancy); a Sponsor-selected VIP race day experience; a Sponsor-selected tour of the HMS campus/Heritage Center; and use of 5-day car rental. The approximate retail value of each First Prize is \$4,000.

An IRS Form 1099 will be issued as required by law for the prize winners for any prize(s) won. Sponsor and the Released Parties (defined below) are not responsible for damages, losses, illnesses or injury resulting from acceptance or use of any prize. The prizes and each component thereof are awarded “as is” without any warranty (except as defined below) of any kind except as required by law. No transfer, assignment, substitution or cash equivalent for prizes will be permitted, except at the sole discretion of the Sponsor. In Sponsor’s sole discretion, due to prize unavailability or for any other reason, Sponsor may award an alternate prize (or portion of prize) of equal value and the Sponsor’s obligation to the winner will be fulfilled, and no other additional compensation will be provided.

9. **PRIZE RULES:** First Prize winners and their travel companions may be required to pass any required medical testing and comply with any additional requirements, at any time, that may be required or recommended by any government agency, venue or Sponsor, including without limitation, passing one or more COVID-19 antigen and screening tests, and testing negative for COVID-19 or having been vaccinated against COVID-19. Airline carrier's regulations and conditions apply. Trips may not be combined with any other offer and travel may not qualify for frequent flyer miles. Car rental is subject to additional restrictions set forth by car rental contract. If a First Prize winner does not meet rental car requisites/requirements that portion of the prize will not be awarded and no additional compensation will be provided. Car must be returned with a full tank of gas. First Prize winners and travel companions must possess valid travel documents (i.e., valid government issued photo ID, etc.) in order to travel. Seat selection and timing of trip subject to availability and confirmation of reservations. In the event First Prize winner lives within one-hundred fifty (150) miles of Ridgeway, VA, round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided. Certain restrictions apply. Trips must be taken on dates specified by Sponsor (currently scheduled for October 31, 2024 through November 4, 2024) or First Prize (and the chance to win the Grand Prize) will be forfeited. Travel must be round trip. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, meals, ground transportation, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges, personal charges at lodging, security fees, entertainment and transfers, are each First Prize winner’s sole responsibility. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute prize (or portion of prize) of equal or greater value in the event the prize or portion of prize is unavailable or cancelled for reasons out of Sponsors’ control (except as specifically stated above). Winners will be responsible for any other costs or expenses associated with the prize(s), including payment of applicable taxes. Travel companions must be eighteen (18) years of age or older with a valid

driver's license as of date of departure and must travel on same itinerary and at the same time as the First Prize winner. Travel companions must execute liability/publicity release prior to issuance of travel documents.

First Prize winners understand and agree that, as a condition of being awarded the prize, they may be subject to a background check at the sole discretion of Sponsor; failure to comply may result in disqualification and forfeiture of prize. In addition, at the discretion of the Sponsor, a potential First Prize winner may be disqualified: (a) if charged with or convicted of a felony or misdemeanor; (b) if Sponsor determines, in its sole discretion, that awarding the prize to such individual may reflect unfavorably on the Contest or Sponsor; (c) if he/she is not eligible to receive the prize based on the eligibility requirements set forth in these Official Rules; (d) if Sponsor determines that he/she failed to comply with these Official Rules in any way; or (e) if he/she refuses to or cannot accept the prize for any reason. Potential First Prize winners' social media profiles must be in keeping with the Sponsor's image or they may be disqualified, in Sponsors' sole discretion.

**Vehicle Restrictions/Requirements:** Sponsor reserves the right to substitute a different model or model year for the Grand Prize Vehicle for any reason, in their sole discretion. Sponsor will determine Vehicle's color and equipment in its sole discretion, any upgrades and options are at the sole expense of the Grand Prize winner. Hendrick Automotive Group, LLC will pay the following fees on behalf of the winner (and these fees are included in the value of the Grand Prize): title, Vehicle registration fee, dealer documentation fee, dealer prep, emissions inspection, and sales tax. Grand Prize winner will be solely responsible for any additional equipment, insurance, gasoline, Vehicle maintenance and all other fees and expenses associated with the receipt and use of the Vehicle. To take delivery of the Vehicle, Grand Prize winner must sign the Hendrick Chevrolet dealer's customary vehicle purchase transaction documents and any documents required by law, provide a valid U.S. driver's license from their state or place of residence in the U.S., and proof of insurance with collision and comprehensive coverage as required by their state or place of residence; failure to show same may result in prize forfeiture and selection of an alternate potential Grand Prize winner. Vehicle delivery is through an authorized Hendrick Chevrolet dealer and conditional upon Grand Prize winner fulfilling all requirements set forth herein; Sponsor in its sole discretion will determine the dealership and date/time for Vehicle delivery. Grand Prize winner must take delivery within thirty (30) days of notice of Vehicle availability at dealership. If the Grand Prize winner declines to or cannot take delivery of Vehicle within such period, the Grand Prize Vehicle will be forfeited, and no alternate prize or compensation will be awarded. Grand Prize winner understands and agrees that Vehicle may differ from images of same in Sweepstakes advertising and releases Indemnitees from any and all liability in conjunction therewith. In accepting Vehicle, Grand Prize winner acknowledges and agrees that operation of a motor vehicle poses certain inherent risks of injury and harm to property. Except as stated in the manufacturer's limited warranty for the Vehicle, the Indemnitees have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, statutory, express or implied (including but not limited to, the implied warranties of merchantability, title, and fitness for a particular purpose), in fact or in law, relative to the Sweepstakes. Any and all guarantees and warranties for the Vehicle are subject to the terms and conditions of the Vehicle manufacturer's limited warranty, and the Grand Prize winner agrees to look solely to such manufacturer for any such warranty or guarantee claim. Vehicle cannot be assigned or transferred to a third party.

- 10. LIMITATIONS OF LIABILITY; RELEASE:** The Released Parties (defined below) are not responsible for late, incomplete, misdirected, inaccessible entries, Internet connections or email; or for any computer, telephone, wireless, satellite, cable, network, electronic, Internet or phone hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net/accessibility, availability, or traffic congestion, Internet contact, or any technical error, or program errors or malfunctions or unauthorized human intervention, or the incorrect or inaccurate capture of entry or other information, or the failure to capture, or loss of, any such information, or for any human error, technical error or other error of any kind in connection with the offering or operation of the Sweepstakes. The Released Parties (defined below) are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any website. If for any reason the Sweepstakes is not capable of running as planned (in whole or in part), as solely determined by Sponsor, including but not limited to by infection by computer

virus, bugs, tampering, unauthorized intervention, fraud or technical failures that can corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes (in whole or in part). In such event, a random drawing will be conducted from among all eligible entries received prior to cancellation to select the First Prize winners and the remainder of the process would remain the same to determine the Grand Prize winner. In the event of any technical or other issues related to the Event or cancellation of the Event, the Grand Prize winner would be selected from among all confirmed First Prize winners. The right is reserved by Sponsor to disqualify any individual found, at its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of the Official Rules, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Indemnitees are not responsible for any injury or damage to entrant's or any other person's computer/mobile phone or device related to or resulting from participation in or downloading (or uploading) any materials from this Sweepstakes. Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE OR AN INDIVIDUAL OTHERWISE ATTEMPTS TO DEFRAUD SPONSOR, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW. By submitting an entry, to the fullest extent permitted by applicable law, each entrant releases and agrees to hold harmless each of the Indemnitees and all other companies involved in the development, operation or marketing of the Sweepstakes/Event or the provision of any prize or any component of any prize, NASCAR, Martinsville International, LLC dba Martinsville Speedway, each of their affiliates, the successors and assigns of each of the foregoing, and each of their respective shareholders, directors, officers, employees, members, assigns, and agents of each of the foregoing (the "**Released Parties**") from and against any and all claims, causes of action and liabilities of any kind that the entrant ever had, now has or might in the future have arising out of or relating to the Sweepstakes, participation in the Sweepstakes, the acceptance, receipt or use of prize or any component thereof or participation in the Event and/or any use of the entrant's name, likeness, voice and/or biographical information, any statement attributed to the entrant and/or any entry or any component thereof, including without limitation any and all claims, causes of action and liabilities, including those (a) relating to any personal injury, death or property damage or loss sustained by any entrant or any other person, (b) based upon any allegation of violation of the right of privacy or publicity, copyright infringement, misappropriation, defamation or violation of any other personal or proprietary right or (c) or based upon any allegation of a violation of any law, rule or regulation relating to personal information or data security. Each entrant agrees not to assert any such claim or cause of action against any of the Released Parties.

- 11. ADDITIONAL CONDITIONS:** By participating, entrants agree to be bound by and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. By participating in this Sweepstakes, entrant (and any travel companions) agrees to release and hold harmless the Released Parties from any and all actions, claims, injury, loss or damage (whether due to negligence or otherwise) to person(s), including death, and property or breach or failure or any representation of warranty arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or from the acceptance, misuse or use of the prize or participation in the Event or the trip.

**SPONSOR AND THE INDEMNITEES MAKE NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF THE PRIZES, INCLUDING, WITHOUT LIMITATION, THEIR QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.**

- 12. DISPUTES:** Entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or the prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Michigan. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Sweepstakes is Ally Financial Inc., Ally Detroit Center, 500 Woodward Ave, Detroit, MI 48226. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, New York 11747.

14. **WINNERS LIST:** To receive a Winners List by email, send an email to: winners@dja.com with “Ally Win Your Wheels Sweepstakes, fueled by HendrickCars.com” as the subject line. Requests must be received by December 31, 2024.

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