

Terms and Conditions for the European H.O.G. Rally Custom Bike Show competition (the "**Competition**")

1. Introduction

- 1.1. The promoter of this Competition is Harley-Davidson Europe Limited ("**Promoter**"), which can be contacted at 6000 Garsington Road, Oxford, OX4 2DQ, United Kingdom with participation from authorized Harley-Davidson dealer in the United Kingdom.
- 1.2. By entering this Competition you agree to these terms and conditions.
- 1.3. The Competition takes place on Friday, June 14th, 2019 (the "**Competition Day**").

2. Who can enter this Competition?

- 2.1. The Competition is open to all customers attending the 2019 European H.O.G. Rally event in Cascais, Portugal, who are over 18 years of age and meet the criteria outlined below under Competition Rules.
- 2.2. The Competition is not open to directors, members, partners, employees, agents or consultants of Harley-Davidson Europe Limited, any person who directly or indirectly controls or is controlled by Harley-Davidson Europe Limited, or any supplier of goods or services in connection with the Competition, or the spouses, life partners, business partners or immediate family members.

3. Competition Rules

- 3.1. Participants who wish to enter the Competition should present themselves and their motorcycle at the Custom Bike Show registration desk. An independent motorcycle expert will then determine if the participant's motorcycle may enter the Competition by satisfying the requirements to be entered into one of the following eight categories: Antique, Big Twin, Custom, Ladies of Harley, Radical, Sportster, Touring and Water-cooled. If the expert agrees on entry of the motorcycle, the participant must fill out the registration form and then park the motorcycle in the arena where the judging will take place. The expert's judgment on whether the bike may be entered is final. Registration in the Competition is open from 12 pm until 4 pm on the Competition Day.
- 3.2. At 4 pm on the Competition Day An independent panel of motorcycle experts and Harley-Davidson personnel shall determine one winner in each of the eight categories and customers attending the event shall also vote on their favourite motorcycle and the winner of that competition shall be the "People's Choice Winner".
- 3.3. The winner of each category shall win a medal. The "People's Choice Winner" shall receive a medal. There shall also be one overall winner deemed "Best in Show" and that winner shall receive a trophy and a voucher for EUR 500 which can be used at Motorcycle Warehouse. The winners shall be announced through a presentation at 6 pm on the Competition Day.

4. General

- 4.1. Harley-Davidson Europe Limited reserves the right to amend the rules of the Competition, to withdraw the Competition at any time if circumstances beyond its control make this unavoidable, or to cancel a prize or discount in the event of non-compliance.
- 4.2. As far as the law allows, neither Harley-Davidson Europe Limited, its respective associated companies (including authorized dealers), nor the directors, officers, employees or agents of the aforementioned shall be liable for any loss or damage, whether direct, indirect, consequential or

otherwise, arising from any cause whatsoever which may be suffered as a result of entering the Competition, the provision of the prizes, or any act or omission of any other person. This 4.2 does not purport to limit or exempt the Harley-Davidson Europe Limited for any loss directly or indirectly attributable to its gross negligence or that of any person acting for or controlled by it.

- 4.3. Harley-Davidson Europe Limited's decision in respect of all matters to do with the Competition will be final and no correspondence will be entered into. Any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.
- 4.4. Personally identifiable information (including e-mail addresses, names, addresses, etc.) that is submitted by entrants as part of this promotion will be used only to administer the promotion, select prize winner and fulfil the prize, and will be treated in accordance with all applicable data protection laws and the promoter's privacy policy accessible at www.harley-davidson.com.