MICHELIN® PREMIER™ A/S contest
Michelin North America (Canada) Inc.

OFFICIAL RULES

1. The MICHELIN® PREMIER™ A/S contest will begin at 12:00 PM (EST) on March 18th, 2014 and end at 11:59 PM (EST) on May 19th, 2014.

2. The contest is open to Canadian residents who have reached the age of majority in their province. Proof to this effect must be provided when the prize is awarded. Employees, representatives, brokers, agents and advertising agencies of Michelin North America (Canada) Inc. as well as people living with them, are not eligible. The contest is subject to all applicable laws and federal, provincial and municipal regulations.

3. To participate, visit the contest website at facebook.com/michelincanada and click on the “PREMIER A/S” button. Fill out the entry form on the screen. All fields are mandatory. Submit it as indicated before the contest closing date. Limit of only one (1) entry per participant. No purchase required. The rules are available on the contest page.

4. By entering, all Entries become the property of the Contest Sponsor and only those selected to win will be contacted.

5. By submitting an entry, you agree that your entry complies with all the conditions stipulated in this document. The sponsor will not bear any legal responsibility regarding the use of your entry and will not be held accountable in the event that it is discovered that you have not fully complied with the rules of this contest.

PRIZES

Grand Prize

The Grand Prize includes three (3) sets of four (4) MICHELIN® Premier™ A/S tires valued at approximately $650 a set.

If the MICHELIN® Premier™ A/S tires do not fit the winner’s vehicle, he/she will be awarded a set of four (4) MICHELIN® All-Season tires of equal or lower value.

The Grand Prize does not include tire installation, balancing, valve stems and tire taxes.

Selection of the Grand Prize Winners

6. Selection of the grand prize winners will take place at 2500 Daniel-Johnson Blvd, suite 500, Laval, Quebec, H7T 2P6 on Thursday, May 22nd, 2014 at 10:00 AM (EST) from all eligible entries received.

7. The chances of winning depend on the total number of contest participants.

Grand Prize Claim

8. To be declared a winner of the grand prize and to be able to claim this prize, each selected individual must:

   a) Be reached by email by the Contest Sponsor within five (5) days following the selection.

   b) Correctly answer, without any assistance and in a limited amount of time, a mathematical skill-testing question to be administered either on the ballot, by phone or email.

   c) Fill out and sign:

      i) An AUTHORIZATION AND RELEASE (for publishing purposes) and return it to the Contest Sponsor at the indicated address within ten (10) days following the day it was received.

   d) If the winner cannot be reached within five (5) days of the selection, refuses the prize, responds incorrectly to the mathematical skill-testing question or neglects to return the release and/or declaration as indicated herein, another participant will be selected in his/her place.
9. The Contest Sponsor can disqualify registration forms that are incomplete, illegible, damaged, inadmissible, submitted by illicit means or do not conform to the rules. Sponsors do not assume any responsibility for registration forms that are lost, stolen, damaged, incorrectly addressed, late, destroyed or contain typographical errors. The Contest Sponsor is not responsible for errors or omissions in printed marketing material for this contest. All entries become the property of the sponsor and none will be returned.

10. Michelin North America (Canada) Inc. gathers personal information on the participants for the sole purpose of administering the contest. Participants will not receive any information or marketing communications unless they have expressly indicated so to the sponsor on their entry form. Please consult the Michelin North America (Canada) Inc. privacy policy at www.michelin.ca to learn more about company policy regarding the protection of privacy and the security of the participants' personal information.

11. By entering the contest, the winner releases the Contest Sponsor, their respective advertising and promotion agencies, contest judges, their related companies as well as their directors, administrators, owners, partners, employees, agents, brokers, representatives, successors and transferees (collectively know as "releasees") from all liability related to the contest or, if declared a winner, in relation to the prize. Before being declared the winner, the participant must sign and return, within a stipulated timeframe, a completed authorization and release form. By accepting the prize, the winner agrees to having his/her name, area of residence, voice, statements, photo or image, and video capture used for advertising purposes, promotions or information in any media or format, without retribution or warning.

12. The contest will conform to these regulations, with the right to modifications by the Contest Sponsor. Participants must respect the rules and acknowledge that they have received and understood them upon entering the contest. Contest conditions, highlighted in these regulations, cannot be modified or subject to a counter-offer, except for those presented herein.

13. Any litigation regarding the organization or conduct of a publicity contest can be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation regarding the awarding of a prize can be submitted to the Régie only for the purpose of helping the parties reach a settlement.