

**ATTACHMENT – 2011  
GM CONNECT & WIN  
CONTEST RULES & REGULATIONS**

This contest is held by General Motors of Canada Limited (“GMCL”). It runs from participating dealer opening time on November 1<sup>st</sup>, 2011 to participating dealer closing time on January 16, 2012 (the “Contest Period”).

*Eligible Entrants:* The “Connect & Win” contest is open to residents of Canada who, at the time of entry, have reached the age of majority in their province of residence and possess a valid driver’s license in the province in which they reside. Employees of GMCL, its dealers and service staff, and each of their subsidiaries and affiliates, their advertising and promotional agencies affiliated with this contest, suppliers and members of their immediate family and those domiciled with such employees are not eligible to enter this contest. “Immediate family” is defined as parents, siblings, children, spouse or partner.

*Entry:* No purchase is necessary to enter this contest. No credit checks or signed papers are required to enter this contest. To enter, participants must visit an authorized and participating GM Canada dealer location or display during the Contest Period. The participant will be asked to input his/her full name, home address, primary home telephone number, and confirm his/her driver’s license is valid in the province or territory in which they reside, into an internet connected contest computer terminal. A computer-automated selection system will randomly determine the participant’s award, and the participant will be informed on screen what he/she has received, subject to correctly answering an arithmetical skill-testing question and to meeting the other conditions set forth in these contest rules. All participants will receive a base award consisting of a retail credit of \$1,000 CDN (inclusive of applicable GST, HST, QST and PST). Some may also win a prize as set out below. The participant will also receive a confirmation number for the award. Individual contestants may enter the contest one time only as verified by their name and primary home phone number. GM Business Purchase customers may participate either once for their personal play or once for their company. Only one play per Fleet Account Number permitted. Business Purchase customers face the same eligibility guidelines as outlined above for individuals. An individual play and a fleet play for the same individual are not permitted. Business Purchase customers must inform their dealer/retailer which play they are using. Please see your dealer to verify whether you qualify as Business Purchase. If an internet connected contest computer terminal is unavailable at the time a person wants to enter the contest, a phone-in entry method will be made available following the instructions then given by the dealer representative.

*Awards:* All participants will receive an award consisting of a Credit Award in an amount varying from \$1,000 to \$10,000 CDN (inclusive of applicable GST, HST, QST and PST) towards the purchase or lease of an eligible General Motors vehicle or win a Vehicle Award equal to the amount the participant would have been required to pay the dealer for a 2012 MY Equinox or Terrain (as further described below; see *Vehicle Awards*), including the \$1,000 base award. For example, if you receive an award of \$1,500, that award consists of the base award of \$1,000 plus a prize of \$500. If you win a Vehicle Award, then you receive the base award of \$1,000 and win a prize consisting of the difference between the total amount you would be required to pay the dealer for the Vehicle Award (inclusive of applicable GST, HST, QST and PST) and the base award. The approximate retail value of each Vehicle Award, Equinox / Terrain (\$32,775

MSRP/\$32,480 MSRP) including freight and the \$1,000 base award. Awards are inclusive of an amount on account of applicable taxes.

The odds of receiving Credit Awards and the available Credit Award amounts are approximately as follows: Base award: \$1,000 (1 in 1)

Other awards over \$1,000 (such awards include the \$1,000 base award) (inclusive of applicable GST, HST, QST and PST):

<b>Award Amounts (\$ CDN)</b>	<b>Odds of Winning (1 in X)</b>	<b>Approx. # of Awards to Be Won*</b>
\$1,025	6	66,667
\$1,050	7	57,143
\$1,075	10	40,000
\$1,100	14	28,571
\$1,125	16	25,000
\$1,150	20	20,000
\$1,175	25	16,000
\$1,200	30	13,333
\$1,225	32	12,500
\$1,250	40	10,000
\$1,300	45	8,889
\$1,350	50	8,000
\$1,400	100	4,000
\$1,450	150	2,667
\$1,500	200	2,000
\$1,600	250	1,600
\$1,700	400	1,000
\$1,800	500	800
\$1,900	1,000	400
\$2,000	1,500	267
\$2,500	1,500	267
\$3,000	2,500	160
\$3,500	2,500	160
\$4,000	2,500	160
\$4,500	5,000	80
\$5,000	5,000	80
\$6,000	7,500	53
\$7,000	7,500	53
\$8,000	10,000	40
\$9,000	10,000	40
\$10,000	10,000	40
Vehicle Award	20,000	20

\* Calculation is based on the estimated number of entrants which is 400,000. Odds of winning are established on that basis and will not be affected by the actual number of entrants.

For example, based on 400,000 game plays, 20 Vehicle Awards will be presented. The location and timing of all awards will be randomly selected.

*Vehicle Awards:* The following 2012 Model Year General Motors vehicles are eligible for the application of Vehicle Awards:

- 2012 Equinox 2LT FWD + 18 inch Machined Aluminum Wheels
- 2012 Terrain SLE2 FWD + 18 inch Machined Aluminum Wheels + Chrome Appearance Package + Rear Cargo Security Cover

Factory order may be required for Vehicle Awards. Should the Vehicle Award winner wish to select a new and unused 2010, 2011 or 2012 vehicle from dealer stock other than the model specified above, they will receive a \$30,000 incentive (inclusive of applicable GST, HST, QST and PST) to reduce the total amount the participant would be required to pay the dealer for the Replacement Vehicle of his/her choice. Should the customer choose a Replacement Vehicle with a value less than \$30,000 (inclusive of applicable GST, HST, QST and PST), the customer will forfeit the difference. Should the customer choose a Replacement Vehicle with a value greater than \$30,000 (inclusive of applicable GST, HST, QST and PST) then the customer will be responsible for the difference. Chevrolet Volt is not eligible to be a Replacement Vehicle. The distribution of Vehicle Awards will be based on the make/brand of vehicles represented by the participating dealer where the Connect & Win contest was played. For example, the Chevrolet Equinox can only be won at dealerships which carry the Chevrolet brand and cannot be won at standalone Buick GMC dealerships. Vehicle Award winners must take delivery of their vehicle from the dealership where the participant entered the contest. Vehicle Awards are not transferable and no cash substitutes are permitted. Vehicle Awards are not compatible with any other GMCL incentives.

*Claim of Credit Award:* Credit Awards can only be applied to eligible 2011 and 2012 vehicles delivered out of a General Motors of Canada dealer stock on or before January 16, 2012. Each participant will be given a confirmation number in respect of their award which will be required to apply towards the purchase or lease of a new 2011 or 2012 GM vehicle, excluding Chevrolet Volt. Certain GMCL incentive programs may NOT be combined with any of the awards available in this Contest; See or your dealer for full details. Only one award can be applied against the purchase or lease of a selected vehicle. The award amount will be applied towards the total amount the participant would be required to pay the dealer for the selected vehicle (inclusive of applicable GST, HST, QST and PST). Any costs or expenses incurred by a participant in claiming or using his/her Credit Award (including, without limitation, license, certain environmental and other taxes, insurance, registration and PPSA/movable property registry fees) will be the responsibility of the winner. Credit Awards are transferable to an immediate family member (defined as parents, siblings, children, spouse, or partner) living at the same household.

All award winners must present a valid driver's license for operation of an automobile, proof of insurance and license plates and pay any outstanding amounts payable to the dealer prior to the release of the selected vehicle.

*Skill Testing Question:* In order to win and claim an award, participants must have correctly answered at the time of entry, unaided, the arithmetical skill testing question located on the electronic entry form (or, where an internet connection computer terminal was unavailable at the time of entry, posed to the entrant during the phone-in entry process).

*Amendments to Contest:* The contest sponsors may withdraw, amend or terminate this contest at any time for any reason without prior notice but subject to applicable law. Without limiting the foregoing, the contest sponsors may terminate or amend this contest, in whole or in part, if, in their sole discretion, they

determine that for any reason the contest is not running as originally planned such as tampering or infection by computer virus, any defect in the computer-automated award selection system or any other technical failures, fraud, printing or distribution errors, or any other causes or occurrences that have compromised the administration, fairness or integrity of the contest subject, if applicable, to the approval of the *Régie des alcools, des courses et des jeux du Québec* (the “*Régie*”). This contest is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law. Any dispute arising hereunder shall be adjudicated in the applicable court in Toronto, Ontario. The decision of any contest judges will be final and binding on all entrants.

*Releases:* Winning entrants will be required to sign a release form confirming, except where prohibited by law (i) agreement to be bound by the Contest Rules, eligibility to participate in this Contest, and compliance with the Contest Rules; (ii) acceptance of the award as presented; and (iii) to release General Motors of Canada Limited, its parent, its dealers and each of their subsidiaries and affiliates, their advertising and promotional agencies affiliated with this Contest, and all of their respective employees, directors, officers, shareholders, agents, successors and assigns, from any liability and/or damages of any kind, without limitation, that could arise out of or are in any way related to an entrant’s participation in this Contest and from the awarding, receipt, possession and/or use or misuse of any award.

*Publicity:* By entering this contest, each award winner authorizes and consents to allow GMCL and its representatives to use in any publicity, without any form of compensation, his/her name, photograph, image, voice recordings during game play, any statements he/she may make regarding the award and/or place of residence for advertising and publicity purposes worldwide in perpetuity and in any form of media, including the Internet.

*Quebec Residents:* For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie* for a ruling. 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. For a list of Vehicle Award winners (available after January 31<sup>st</sup> 2012), send a self-addressed stamped envelope to MacLaren MRM, 10 Bay Street, Toronto, Ontario M5J 2S3.

*General:* By entering this Contest, entrants accept and agree to be bound by these rules and the decisions of GMCL and the independent contest judges, which are final, binding and conclusive on all matters relative to this Contest.

Failure to comply with any of the above conditions or otherwise with the rules, will result in the disqualification of the selected entrant. Entries are subject to verification by the contest sponsor and/or its representatives. GMCL reserves the right to void any entry (without notice to entrants individually) if, in its sole discretion, it determines that any person has entered this contest more than once or has tried to enter by any means which go against the intention of these Rules and which would be unfair to the other participants (example: computer hacking, fraudulent use of one or several access codes or obtaining such access codes through fraudulent means, etc.). Such entries will be automatically disqualified and GMCL

reserves the right to seek remedies and damages to the fullest extent permitted by law - including criminal prosecution.

In the event of any discrepancy or inconsistency between the terms and conditions of these Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of these Contest Rules shall prevail, govern and control.

## **GENERAL MOTORS OF CANADA**

### **PRIVACY POLICY**

#### **CONSUMER PERSONAL INFORMATION 2010**

##### **WE TAKE PRIVACY SERIOUSLY**

At General Motors of Canada Limited ("GM Canada") we respect your privacy and value our relationship with you. Your personal information will be protected, will never be sold, and unless we advise you in advance, will be used only by GM Canada, our affiliates, dealers, and service suppliers (only to provide services). Our goal is to enhance your product and service experience with us. By submitting this personal information to us, you are consenting to its use and disclosure for the following purposes:

- Meeting safety, security, legal and regulatory requirements;
- Providing you with general marketing, product, service and business partner information and offers;
- Conducting market analysis;
- Maintaining the accuracy of our records to respond to your inquiries and provide you with warranty or other customer service communications, and otherwise better understand and manage our dealers' relationship with you; and
- Satisfying other reasonable, legitimate business interests (such as collecting outstanding debts).

**If these intended uses are not reasonably obvious from the circumstances in which personal information is collected, we will provide you with an opportunity to withhold your consent to the collection, use or disclosure of the information. For example, we will give you an opportunity to tell us not to use for marketing purposes the contact information that you provide us when registering for a service. Keep in mind, however, that there are limited situations in which applicable laws require or allow us, our affiliates, suppliers, business partners and our dealers to collect, use/disclose personal information without consent. They include, for example, safety and law enforcement or compliance activities.**

---

##### **Privacy Statement for GM Canada Web site**

At General Motors of Canada Limited ("GM Canada") we respect your privacy and value our relationship with you. Your personal information will be protected, will never be sold, and unless we advise you in advance, will be used only by GM Canada, our affiliates, dealers, and service suppliers (only to provide services). Our goal is to enhance your product and service experience with us. By submitting this personal information to us, you are consenting to its use and disclosure for the following purposes:

- Meeting safety, security, legal and regulatory requirements;
- Providing you with general marketing, product, service and business partner information and offers;
- Conducting market analysis;
- Maintaining the accuracy of our records to respond to your inquiries and provide you with warranty or other customer service communications, and otherwise manage our or our dealers' relationship with you;
- Satisfying other reasonable, legitimate business interests (such as collecting outstanding debts).

**Your personal information may be stored and/or processed or otherwise used by or on behalf of GM Canada both inside and outside of Canada where the laws may be different from those in Canada. If you do not wish to receive notice of special offers or other marketing information, or if you would like to receive only certain types of communications from us, please let us know. We would also be happy to answer any questions you may**

have about our 2010 Privacy Policy or practices, or to provide you with further information about those with whom your information is shared. Please contact us at 1-800-GM-DRIVE (1-800-463-7483) or view our 2010 Privacy Policy on our Web site at [www.gm.ca](http://www.gm.ca).

---

#### **Énoncé de protection des renseignements personnels destiné au site Web de GM Canada**

Ici, chez General Motors du Canada Limitée (« GM Canada »), nous respectons votre vie privée et considérons comme précieuse la relation que nous entretenons avec vous. Vos renseignements personnels seront protégés, ils ne seront jamais vendus, et, à moins que nous vous avisions au préalable, seuls GM Canada, ses sociétés affiliées, ses concessionnaires et ses fournisseurs de services les utiliseront (dans le seul but de fournir lesdits services). Notre objectif est d'améliorer votre degré de satisfaction par rapport à nos produits et services. En acceptant de nous fournir les renseignements personnels contenus dans le présent contrat, vous consentez à ce qu'ils soient utilisés et divulgués, de manière à nous permettre de :

- Nous conformer aux exigences de sécurité et aux prescriptions juridiques;
- Vous transmettre des informations générales sur les produits et les services offerts par GM Canada et ses partenaires;
- Réaliser des études de marché;
- Conserver les dossiers à jour pour être en mesure de répondre à vos demandes et de vous transmettre des renseignements portant sur la garantie ou le service à la clientèle, et ainsi consolider la relation que nous entretenons avec vous; et
- Effectuer d'autres activités commerciales raisonnables et légitimes (telles que recouvrer des créances en souffrance).

**Vos renseignements personnels pourraient être stockés, traités ou autrement utilisés par ou pour le compte de GM Canada au Canada et dans d'autres pays où les lois diffèrent de celles du Canada. Si vous ne désirez pas que l'on vous avise des offres spéciales ou que l'on vous communique d'autres informations de marketing, ou si vous ne souhaitez recevoir que certains types de communications de notre part, veuillez nous en informer. Nous nous mettons également à votre entière disposition pour répondre aux questions concernant notre politique sur la protection de la vie privée 2010 ou pour vous fournir des précisions sur nos partenaires qui ont accès à vos renseignements personnels. Veuillez communiquer avec nous au 1-800-463-7483 ou consulter notre politique sur la protection de la vie privée 2010 sur notre site Web à l'adresse [www.gm.ca](http://www.gm.ca).**