

2022 HARLEY-DAVIDSON REVIEW TO WIN PROMOTION

OFFICIAL RULES

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

SPONSOR: Harley-Davidson Motor Company, Inc., 3700 West Juneau Avenue, Milwaukee, WI 53208.

ELIGIBILITY: This promotion consists of twelve (12) separate sweepstakes. To enter the 2022 Harley-Davidson Review To Win Promotion (the “Sweepstakes”), you must be a legal U.S. resident physically residing in the 50 United States (includes DC) and, at the time of entry, must be at least 18 years of age or older and have reached the age of majority in your state of residence. Employees of Sponsor or its affiliates, sales representatives, agencies, dealers, retailers, wholesalers, distributors, and promotional and other vendor agencies involved in the Sweepstakes, their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors, and the immediate family (parent, spouse, sibling, child, grandparent, grandchild, regardless of where they reside) and household members of all such employees, are NOT eligible. Sweepstakes is subject to all federal, state, and local laws and regulations. Void where prohibited or restricted by law.

ENTRY PERIODS: The Sweepstakes begins on January 1, 2022 at 12:00 a.m. Central Time (“CT”) and ends on December 31, 2022 at 11:59 p.m. CT (the “Promotion Period”). There are twelve (12) separate sweepstakes that will take place during the Promotion Period, as outlined in the table below:

Sweepstakes	Entry Start Date (12:00 a.m. CT)	Entry End Date (11:59 p.m. CT)	Mail-in Receipt Date	Approximate Drawing Date
January	1/1/22	1/31/22	2/7/22	2/10/22
February	2/1/22	2/29/22	3/7/22	3/10/22
March	3/1/22	3/31/22	4/7/22	4/10/22
April	4/1/22	4/30/22	5/7/22	5/10/22
May	5/1/22	5/31/22	6/7/22	6/10/22
June	6/1/22	6/30/22	7/7/22	7/10/22
July	7/1/22	7/31/22	8/7/22	8/10/22
August	8/1/22	8/31/22	9/7/22	9/10/22
September	9/1/22	9/30/22	10/7/22	10/10/22
October	10/1/22	10/31/22	11/7/22	11/10/22
November	11/1/22	11/30/22	12/7/22	12/10/22
December	12/1/22	12/31/22	1/7/23	1/10/23

HOW TO ENTER: There are two (2) ways to enter:

- (1) Complete an Online Product Review. Follow the link provided in a Harley-Davidson email inviting you to complete a product review, and complete a review for at least one (1) product. Reviews should contain your honest feedback; there is no requirement that the rating or review be a positive endorsement. By posting a review, you will receive one (1) entry into the monthly sweepstakes in which the review was submitted (based on the table above).
- (2) Enter Without Purchase or Without Writing a Review. To enter without making a purchase, hand print your name, address, day and evening phone numbers, valid email address, and date of birth on a 3"x5" piece of paper and mail it in an envelope with proper postage to: 2022 Harley-Davidson Review To Win Promotion, P.O. Box 653, Milwaukee, WI 53208. Mail-in entries must be postmarked by the Entry End Date and received by the Mail-in Receipt Date, as detailed in the table above. You will receive one (1) entry into the monthly sweepstakes in which the mail-in entry was postmarked.

Limit one (1) entry per person for each monthly sweepstakes. Entries from one sweepstakes will NOT roll over to subsequent sweepstakes. Multiple entrants are not permitted to share the same email address. Use of any automated system to participate is prohibited and will result in disqualification. Entries that are lost, late, incomplete, illegible, corrupted, mechanically reproduced, falsified, mutilated, damaged, altered or otherwise irregular, misdirected entries or entries not received for any other reason will be deemed void and disqualified at Sponsor's sole and absolute discretion. The information you provide will be used consistent with Sponsor's Privacy Policy available at www.h-d.com/privacy. Entries become property of Sponsor and will not be returned or acknowledged.

PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): One (1) winner will be randomly selected from among all entries received for each monthly sweepstakes (*i.e.*, one (1) winner for January, one (1) winner for February, one (1) winner for March, and so on). Each monthly winner will receive the following: \$250 Harley-Davidson™ Promotion Card (ARV: \$250). Please see WINNER SELECTION below for information on redeeming the Harley-Davidson™ Promotion Card.

Winner is solely responsible for all federal, state, local, or other taxes associated with the receipt of the prize. Harley-Davidson™ Promotion Card subject to terms and conditions, available at <https://www.h-dgiftcard.com/promotion/reviewtowin>. Any and all guarantees and warranties for merchandise prizes are subject to the manufacturer's and/or service providers terms and conditions, and winner agrees to look solely to such manufacturers and/or service providers for any warranty or guarantee claim. No substitution or cash equivalent is allowed except in the sole discretion of the Sponsor. Sponsor reserves the right to substitute prizes of the same approximate retail value. For prizes \$600 or more in

value to an individual winner in a calendar year, winner's social security number or taxpayer ID will be required in order to issue a Form 1099-MISC showing prize ARV as income to winner. Prize consists only of items specifically listed as part of the prize. All costs and expenses not specified herein, related to any prize, including but not limited to delivery, installation, service activation fees, and other expenses incurred by accepting the prize, are the sole responsibility of the winner.

Winners receive a promotional Harley-Davidson™ Promotion Card issued by MetaBank® N.A., Member FDIC. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement. This promotional Card is the property of, and funded by, Harley-Davidson. You may use this Card only to purchase goods and services at authorized Harley-Davidson Merchants. MetaBank, as the card-issuing bank has no responsibility or liability with regard to any sweepstakes. MetaBank is not a participating partner in or sponsor of this event or offer. Cardholder agreement will be provided to prize winner at time of issuance.

WINNER SELECTION: A random drawing from among eligible entries received for each particular sweepstakes will be conducted on or about dates listed in the table above. The odds of winning depend on the number of eligible entries received for each particular monthly sweepstakes. The winner of one monthly sweepstakes may participate in any subsequent monthly sweepstakes.

REDEEMING HARLEY-DAVIDSON™ PRIZE. The potential winner will be notified by DCI Artform via e-mail using the contact information provided on the entry form. The winner will have seven (7) days to respond to the notification email to agree to claim their prize. Once the winner claims their prize, a separate notification email will be sent to the

winner which will contain a promo code and a link to a landing page on which the promo code can be used to redeem the prize. Once redeemed, the winner will receive the \$250 promotional Harley-Davidson™ Promotion Card. If a winner does not redeem the prize as directed in the prize notification within seven (7) days of notification, he/she may be disqualified in the sole discretion of the Sponsor and an alternate winner randomly selected from the remaining eligible entries. Return of prize notification as undeliverable may result in the prize being forfeited and an alternate winner may be randomly selected from the remaining eligible entries. Only two (2) alternate drawings will be held, after which the prize will remain un-awarded. Except where prohibited, affidavit of eligibility, prize acceptance form, tax information, publicity release, and/or mutually acceptable liability releases may be required and, if so, must be returned within the specified time or prize will be forfeited and alternate winner chosen.

PUBLICITY RELEASE: Except where prohibited, acceptance of a prize constitutes winner's consent that his or her name, likeness, voice and/or biographical data may be used for advertising and promotional purposes without limitation and without additional notice, compensation, or consent.

ENTRANTS' AGREEMENT TO ABIDE BY OFFICIAL RULES: By entering, entrant agrees that s/he has read, accepted and will abide by and be bound by these Official Rules and agrees that any dispute with regard to the conduct of this sweepstakes, rule interpretation, or the awarding of any prize shall be submitted to Sponsor, whose decision shall be binding and final. The sweepstakes will be run in accordance with these Official Rules, which shall prevail, govern and control in the event of any inconsistency with any sweepstakes-related materials.

RELEASE OF LIABILITY: By entering, entrant agrees to release and hold harmless Sponsor, or its dealers and retailers, affiliates, sales representatives, agencies, wholesalers, distributors and promotional and other vendor agencies involved in the sweepstakes, their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors, and the officers, directors, employees, agents and representatives of any of the above organizations (“Releasees”) from any injury, loss or damage to person, including death, or property due in-whole or in-part, directly or indirectly, to the acceptance or use/misuse of any prize, participation in any sweepstakes-related activity, or participation in the sweepstakes.

LIMITATION OF LIABILITY: Releasees are not responsible for and each entrant releases and holds harmless the Releasees from and against any and all losses, damages, actions, demands, liabilities or claims of whatever nature or kind arising out of, or in connection with a prize or any portion thereof or this sweepstakes. Without limiting the generality of the foregoing, the Releasees not responsible for any typographical or other error in the printing of this offer, administration of the sweepstakes or in the announcement of prizes, including erroneous appearance of qualification for a prize, and under no circumstances will more than the stated number of prizes be awarded. Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, or suspend this sweepstakes, or to amend the Official Rules at any time, without prior individual notice, should any factor interfere with the administration, security, or proper play of this sweepstakes as contemplated by these Official Rules. If for any reason Sponsor is prevented from continuing with this sweepstakes, or the integrity and/or feasibility of the sweepstakes is severely undermined by any event including but not limited to fire, flood, epidemic,

earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the sweepstakes without further obligation. If Sponsor in its discretion elects to so abbreviate the sweepstakes, Sponsor reserves the right, but not the obligation, to award the prize from among all eligible entries received to date.

This sweepstakes is intended for viewing in the United States only and shall be construed and evaluated only according to United States law. Do not enter this sweepstakes if you are not located in the United States. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGE FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW AND TO BAN OR DISQUALIFY SUCH PERSON FROM THIS AND FUTURE SWEEPSTAKES.**

DISPUTES REGARDING THE IDENTITY OF ENTRANT: In the event of a dispute as to any entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

DISPUTES/CHOICE OF LAW: EXCEPT WHERE PROHIBITED, EACH ENTRANT AGREES THAT (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR IN CONNECTION WITH THIS SWEEPSTAKES, OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND ANY JUDICIAL PROCEEDING SHALL TAKE PLACE IN A FEDERAL OR STATE COURT IN MILWAUKEE, WISCONSIN, U.S.A; (2) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES, BUT IN NO EVENT ATTORNEYS' FEES; AND (3) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, AND CONSEQUENTIAL DAMAGES, AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANT AND THE SPONSOR IN CONNECTION WITH THIS SWEEPSTAKES SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF WISCONSIN, WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS (WHETHER OF THE STATE OF WISCONSIN OR ANY OTHER JURISDICTION), THAT WOULD CAUSE THE

APPLICATION OF THE LAWS OF ANY JURISDICTION OTHER THAN THOSE OF THE STATE OF WISCONSIN.

PRIVACY: Personally identifiable information that is submitted by entrants as part of this sweepstakes will be used to administer the sweepstakes, select the winners, and fulfill the prizes, and will be treated in accordance with Sponsor's Privacy Policy available at www.h-d.com/privacy.

WINNERS' LIST: For the name of the winner, please send a self-addressed stamped envelope to: Winner's List – 2022 Harley Davidson Review Sweepstakes, P.O. Box 653, Milwaukee, WI 53208. Winner's list will be available on or about January 20, 2023.