

MAZDA – MAKE YOUR MOVE TO WIN YOUR PURCHASE OR LEASE OFFICIAL CONTEST RULES AND REGULATIONS

This contest is being held by Mazda Canada Inc. at participating Mazda dealers and runs from July 2, 2008 to September 2, 2008 inclusive (the "Contest Period").

1. **Eligibility:** The "MAZDA - MAKE YOUR MOVE" contest is open to legal residents of Canada (excluding Quebec) who have reached the age of majority in their province of residence and who possess a valid driver's license in the province in which they reside at the time of entry. Mazda Canada Inc. its dealers and retailers, and each of their subsidiaries and affiliates, their advertising and promotional agencies affiliated with this contest (the "Contest Sponsors") and their employees and those domiciled with such employees are not eligible to enter this contest.

2. **Entry: You are automatically entered** when you purchase or lease a new 2008, 2008.5 or 2009 Mazda vehicle for personal use during the Contest Period from a participating Mazda dealer. If you lease or finance a qualifying vehicle during the Contest Period, your entry is conditional on credit approval. Fleet and commercial sales or leases are ineligible for entry. To qualify for automatic entry the purchase or lease contract must be signed at a participating dealer during the Contest Period by no later than 9 pm on September 2nd, 2008 and the sale information is Registered to Mazda Canada by the participating dealer by midnight on September 2nd, 2008. For the purpose of these Contest rules, the entrant is the person whose name appears on the vehicle purchase or lease contract and it is to that person to whom the prize will be awarded if he/she is declared a winner. . **No purchase necessary.** To enter without a purchase or lease, hand-print your name, address, telephone number, age and an original 100 word hand-written essay on why you want to Make Your Move to Mazda and mail it in a sealed envelope with sufficient postage to: Mazda – Make Your Move Contest, c/o Suite 800, 90 Eglinton Ave. East, Toronto Ontario M4P 3A5. Mail-in entries must be post-marked by September 2 2008 and received no later than September 7, 2008. Limit one mail-in entry per person. Entry forms and purchase or lease contracts are subject to verification by the Contest Sponsors. Fraudulent entries, as determined by the Contest Sponsors, will be disqualified and will not be eligible for an entry or a prize. Incomplete entries are ineligible. No photocopied, computer-generated facsimiles, mechanically-reproduced, or mass or bulk entries permitted. Contest Sponsors are not responsible for lost, incomplete, illegible, late, misdirected, stolen, postage-due, or mutilated mail or entries; or any error, omission, interruption, defect or delay in transmissions, communications or sale information registrations; or any technical or mechanical malfunctions.

3. **Prizes:** There are three prizes to be won. One prize will be awarded to an eligible resident of the Province of Ontario, another prize will be awarded to an eligible resident from among one of Alberta/British Columbia/Saskatchewan/Manitoba (the "Western Provinces") and the third prize will be awarded to an eligible resident from one of New Brunswick, Nova Scotia and P.E.I. (the "Atlantic Provinces"). The prize will be awarded and remitted to the qualifying winner as follows: (a) In the case where the qualifying winner purchased a vehicle, a cheque in an amount equal to the manufacturers suggested retail price (MSRP) for the purchased vehicle less any negative trade-in equity, dealer incentive, stackable dollars, or other promotional credits . (b) In the case where the qualifying winner leased a vehicle, a cheque in an amount equal to the total amount paid at the commencement of the lease term as it appears on the lease contract for the lease of the vehicle (i.e. the entrant's cash down payment, the costs associated with lease set-up, freight and PDI) less any negative trade-in equity, dealer incentive, stackable dollars, or other promotional credits, plus an amount equal to the sum of the monthly lease payments paid and payable according to the contract over the lease term. Lease winner must comply with the terms of the lease contract, including return of the vehicle at the end of the lease term and will be responsible for excess mileage charges; and (c) in the case where the qualifying winner is selected from among the mail-in entries, the prize consists of a two (2) year lease of an all new 2008.5 MAZDA3 GX, 2.0 L, 5MT (D4XS58AA05). MSRP is \$13,795 (\$16,895 less \$3,100 Stackable Cash). Price includes PPSA. Colour is winner's choice subject to availability (Approx. retail value is \$8683.20 before taxes). Mail-in winner must sign and comply with the terms of a standard Mazda lease contract, including return of the vehicle at the end of the lease term in the same condition as delivered, normal wear and tear excepted and will be responsible for excess mileage charges. Options and Accessories are at the sole

expense of the winner. Additional restrictions may apply. The minimum value of the prize awarded to a selected entrant who has been automatically entered as purchaser or lessee of a vehicle is approximately \$11,835 plus taxes and the maximum value of the prize is approximately \$53,115 plus taxes. Prizes are inclusive of GST and other applicable sales taxes adjusted accordingly.

Any costs or expenses incurred by each winner in claiming or using his/her prize (including, without limitation, license, certain environmental and other taxes, insurance and registration) will be the responsibility of the winner. Prizes must be accepted as awarded, are not transferable or assignable and no cash substitutes are permitted. Contest Sponsors reserve the right to substitute any prize for any reason so long as a prize of comparable value is substituted. 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 awarding of the prize.

4. **Draw:** At 3 pm, on September 15, 2008, in Toronto, Ontario, a random draw of one (1) entry from among the eligible entries from the Province of Ontario, one (1) entry from among the eligible entries from the Western Provinces and one (1) entry from among the eligible entries from the Atlantic Provinces will take place.

5. **Conditions of Award:** In order to be declared the winner of the prize, the selected entrant must: (a) be reached by telephone by the Contest Sponsors representative within fifteen (15) days following the draw; (b) correctly answer the mathematical skill-testing question appearing on the Declaration and Liability Waiver Form (hereinafter called the "Declaration Form") that he/she will have received from the Contest Sponsors representative ; (c) fill in and sign the Declaration Form and return it to the Contest Sponsors representative at the address provided within 15 days of its receipt. A selected entrant who fails to comply with any one of the above-mentioned conditions or any other condition set out in these rules will be disqualified and a new draw will be held to award the prize in accordance with the present rules, until a selected entrant is declared a winner.

6. **Delivery of Prize:** Within fifteen (15) days following receipt of the duly completed and signed Declaration Form, purchase or lease winners will be invited to take possession of the prize at the dealer where the winning purchase or lease was made. Arrangements will be made for a mail-in winner to take delivery of his/her prize at a Mazda dealership convenient to their home - please allow 4 to 6 weeks for delivery.

7. The Contest Sponsors reserve the right to cancel, terminate, modify or suspend this Contest in full or in part at their sole discretion in the event that an unauthorized human intervention, or any other occurrence beyond their control corrupts or adversely affects the administration, security, impartiality, or normal operation of the Contest as detailed in the present rules. In all cases, the Contest Sponsors cannot be forced to award more prizes or award prizes otherwise than in compliance with in these Contest rules. All decisions by the Contest Sponsors with respect to this Contest are final and binding.

8. The entrant selected for a prize releases the Contest Sponsors from any and all liability for harm he/she may suffer as a result of entering or attempting to enter the Contest or accepting and using his/her prize.

9. By participating in this Contest, the winner authorizes the Contest Sponsors, to use, their names, photographs, likenesses, declarations about the prize, place of residence and/or voice for advertising and promotional purposes, without remuneration of any kind.

10. The Contest Organizers remain the owners of all entry forms submitted in this Contest and they shall not be remitted or returned to the entrants. No communication or correspondence will be exchanged with entrants in this Contest except at the Contest Sponsor's initiative.

11. In the event of any discrepancy or inconsistency between the terms and conditions of the 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.

12. The Contest Sponsors respect your right to privacy and will only use the personal information you provide to conduct the Contest and in accordance with descriptions of use set out in these rules and will not use your personal information for any other promotional purpose. All personal information provided to conduct this Contest is maintained in a secure environment and will be destroyed at the end of the Contest. For a copy of Mazda's privacy policy visit www.mazda.ca and select Privacy Policy.