

2017 GOODYEAR NORTH AMERICA HIGHWAY HERO AWARD OFFICIAL RULES

HIGHWAY HERO AWARDS:

One (1) 2017 Goodyear North America Highway Hero Award. The Highway Hero Award package includes all-expense paid trip for the Highway Hero Award winner and one adult (18 years or older) guest to Louisville, Ky., for the 2017 Mid-America Trucking Show, plus a special Highway Hero award prize to be determined by Goodyear.

Two (2) Goodyear Highway Hero Award runner-up packages, to be determined by Goodyear, including all-expense paid trip for two runner-up finalists and one adult (18 years or older) guest per finalist to Louisville, Ky., for the 2017 Mid-America Trucking Show.

Terms and conditions apply.

ENTRY PERIOD:

The Goodyear Tire & Rubber Company is accepting nominations for the Goodyear North America Highway Hero Award through Nov. 29, 2016. Nominations may be submitted electronically or by regular mail.

ELIGIBILITY:

To be eligible to enter the Goodyear North America Highway Hero Award pool of candidates, a candidate must meet the following criteria:

- Must be a full-time truck driver
- Must reside in the U.S. or Canada
- The incident must have occurred in the U.S. or Canada
- Nominee must be on the job or on the way to and from work, and in his or her truck, at the time of the incident
- Nominee's truck at the time of the incident must have 12 wheels or more
- Incident must have happened between Nov. 16, 2015, and Nov. 16, 2016 to qualify for this year's program\
- Nomination must be received by Nov. 29, 2016

From the pool of candidates, Goodyear will select up to five (5) Highway Hero Award semi-finalists at its sole discretion. To be confirmed as a Highway Hero Award semi-finalist, candidate must clear background checks to Goodyear's satisfaction. From the selected semi-finalists, an online public vote on www.goodyeartrucktire.com will determine the final three (3) finalists. All voting rules, terms and conditions for public voting will be determined by Goodyear at its sole discretion. Candidates will not receive any award for being selected as a semi-finalist. From the three (3) remaining finalists, Goodyear reserves the right to (a) appoint a panel of judges to select the Highway Hero Award winner or (b) select the Highway Hero Award winner itself, in each case at its sole discretion.

In addition, all Highway Hero Award semi-finalists and finalists, including the award winner, must agree to and sign the attached Authorization and Consent Form. Failure to do so will result in disqualification. All semi-finalists must pass background checks to Goodyear's satisfaction in order to participate, and advance, in the program..

TERMS AND CONDITIONS:

In the event of non-compliance with any of these requirements of these Official Rules, prize may be forfeited at Goodyear's sole discretion. By accepting a prize, that prize winner agrees to accept the prize in the manner set forth by Goodyear. By participating, entrants agree to be bound by these Official Rules and by the decisions of the Goodyear and judges (and the result of any online public voting), which shall be final and binding in all respects. The winners, by entering the contest and, if applicable, accepting a prize, agree to release and hold harmless Goodyear, its affiliates, agents and employees from and against any and all liability for any injury including personal injury, death, loss or damages of any kind, arising from or in connection with participation in the Goodyear North America Highway Hero Award program or the acceptance of a prize, or any claims based on right of publicity/right of privacy. By entering the contest and, if applicable, accepting a prize, Highway Hero Award semi-finalists (and finalist) and the Highway Hero Award winner grants Goodyear the right to use and publish his/her name, address (city and state of residence), photograph and/or likeness for public voting, advertising or promotional purposes in commerce and in any and all media now known or hereafter devised, worldwide in perpetuity, in connection with the Highway Hero Award program without limitation or notice, and without additional compensation, notification or permission, unless prohibited by law. Goodyear is not responsible for any change of email address, mailing address and/or telephone number of entrants.

OTHER CONDITIONS:

Goodyear is not responsible for any incorrect or inaccurate entry information. If for any reason, the Goodyear North America Highway Hero Award program is not capable of being conducted as described in these Official Rules for any other reason, as determined by Goodyear in its sole discretion. Goodyear shall have the right, at its sole discretion, to cancel, terminate, modify or suspend any and all activities related to the program.

In addition, awards may change, or be substituted, at the sole discretion of Goodyear. Finalists and the Highway Hero Award winner are responsible for all federal, state and local taxes, and any other costs and expenses associated with award acceptance not specified herein as being presided. Finalists and winner must complete a W-9 form to Goodyear before the award will be distributed. Failure to complete the W-9

form will result in disqualification and forfeiture of the award.

BY PARTICIPATING IN THE GOODYEAR HIGHWAY HERO AWARD PROGRAM, EACH GOODYEAR NORTH AMERICA HIGHWAY HERO AWARD ENTRANTS AND, IF APPLICABLE, SEMI-FINALIST AND FINALIST AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION; (2) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; (3) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF; AND (4) THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

