

Official Sweepstakes Rules “Electric Bike Scratch Off Promotion”

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO U.S. RESIDENTS, EXCEPT FOR RESIDENTS OF PUERTO RICO. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Entry. NO PURCHASE NECESSARY TO WIN. Entry to the “E-bike Scratch Off” promotion begins on May 1, 2019 and ends end of business day May 31, 2019 or once the Trek Bicycle retail location is out of scratch off tickets (the “Entry Period”). A total of 200 scratch off cards will be available per location. See “Selection and Notification of Winners” below. Promotion valid at participating locations only.

The promotion is sponsored by Trek Bicycle Corporation, 801 West Madison Street, Waterloo, WI 53594 (the “Sponsor”). To participate in this promotion, you must complete a demo ride of any Trek or Electra electric bike at a participating Trek Bicycle retail location. Any consumer over the age of 18 who completes a demo ride of any Trek or Electric e-bike starting on May 1, 2019 and until May 31, 2019 or the store runs out of tickets will receive one scratch off card. There is a limit of one (1) scratch off card per person during the Entry.

Eligibility Requirements. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. This promotion is open only to persons age 18 and older who are legal U.S. residents, except for those located in Puerto Rico. Employees of Sponsor, its affiliates, subsidiaries, employees, agents or other representatives of any kind and their immediate family members are not eligible to participate in this promotion.

Prize; Odds of Winning. Every person receiving a scratch off card is a winner, provided that prizes must be timely redeemed.

Selection and Notification of Winners. Each Trek Bicycle Store location will receive 200 scratch off tickets. To find the Trek store nearest you, please visit https://www.trekbikes.com/us/en_US/store-finder/?filters=electricbikescratchandwin

Prizes awarded at each store will include: water bottles MSRP \$6.99 (60 per location); \$10 in-store credit (80 per location); \$20 in-store credit (40 per location); \$500 off any e-bike (2 per location); and one Flare R MSRP \$59.99 (18 per location). There will also be one (1) grand prize winner out of all the scratch off cards issued. The grand prize is a 2019 Super Commuter+ 7 (MSRP \$3,899.99). In lieu of a water bottle ticket, the grand prize ticket will be randomly sent to a participating Trek Bicycle retail location. Prizes must be redeemed at the store at which the consumer received the scratch-off ticket by the end of business day May 31, 2019. Prizes that are not claimed by the deadline will not be awarded.

PRIZES INCLUDE ALL SHIPPING AND HANDLING CHARGES, AS WELL AS THE BIKE BUILDING FEE FOR THE WINNER OF THE GRAND PRIZE. ANY APPLICABLE FEDERAL, PROVINCIAL AND/OR LOCAL TAXES ARE THE RESPONSIBILITY OF THE WINNER. The Sponsor is not responsible for any scratch off cards that are late, lost, or stolen, due to any reason whatsoever. Failure to follow the prize redemption procedures within the time provided or failure to correctly answer the mathematical skill testing question may result in disqualification.

Use of Personal Information. Sponsor, its subsidiaries, and business partners may use the personal information (name, email) provided by you in connection with the scratch off ticket to contact you to promote their products and services. You may opt-out at any time by unsubscribing to promotional emails or by sending a written request to be deleted from this mailing list to the retail location at which you received the ticket.

General Terms. Your participation in this promotion constitutes your full and unconditional agreement to and acceptance of these Official Promotion Rules. Entrants agree that Facebook and the Sponsor of this sweepstakes, and their affiliates, subsidiaries, employees, agents or other representatives of any kind shall not be responsible or liable for damages or losses of any kind arising out of or resulting from participation in this promotion, acceptance or use of a prize, or any other matter related to this promotion, including, without limitation, claims based on property damage, personal injury and/or death, publicity rights, defamation or invasion of privacy. All decisions related to, as well as all interpretation of, these Official Promotion Rules by Sponsor will be final.