

DUNLOP ULTIMATE ROADTRIP COMPETITION

TERMS AND CONDITIONS

PRIVACY STATEMENT

1. The participation to the competition entails the processing of personal data. Personal data may in particular include the first name, last name, e-mail, picture and address of the participant.

BY PARTICIPATING TO THE COMPETITION, THE PARTICIPANT EXPRESSLY ACCEPTS THAT GOODYEAR DUNLOP TIRES OPERATIONS S.A. (HEREINAFTER REFERRED TO AS "GOODYEAR DUNLOP") AND ITS PROCESSOR MAY PROCESS SUCH PERSONAL DATA AND MAY USE SUCH PERSONAL DATA FOR THE PURPOSES OF CONTACTING PARTICIPANTS BEING AWARDED PRIZES IN THE COMPETITION.

2. Each participant has the right to access, review and correct its personal data by sending a written request to Goodyear Dunlop at Avenue Gordon Smith, 7750 Colmar-Berg, Luxembourg (Attn.: Legal Department).

The personal data of participant will be automatically erased upon completion of the competition and after all participants who needed to be contacted for purposes of the award of prizes in the competition have been contacted.

3. Any information provided by participants in connection with the competition is provided to Goodyear Dunlop, and will be subject to Goodyear Dunlop's Privacy Policy, which can be found at http://www.goodyear.com/legal/online_privacy.html.

GENERAL

4. The competition is operated by Goodyear Dunlop. The services provided within the framework of this competition are provided exclusively on the basis of these Terms and Conditions. The competition is intended to promote the brands, products and services of Goodyear Dunlop.

Goodyear Dunlop reserves the right to cancel the competition without prior notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of Goodyear Dunlop's control that renders the continuation of the competition impossible. Any such cancellation will be notified to the participants as soon as possible.

The competition and these Terms and Conditions will be governed by Luxembourg law to the fullest extent permissible under applicable laws of mandatory application.

5. By participating to the competition, the participant accepts these Terms and Conditions and agrees to be bound by them. The participants remain responsible for complying with any obligations that they may have under applicable law or regulation as a result or in connection with their participation to the competition (including, without limitation, any obligation to report or declare prizes awarded as part of the competition).

Goodyear Dunlop is entitled to exclude participants who behave contrary to these Terms and Conditions, and to claim indemnification from (or pursue other remedies that may be available under

applicable law against) participants attempting to manipulate or otherwise negatively interfere with the competition.

6. THE PARTICIPATION TO THE COMPETITION IS FREE OF CHARGE AND INDEPENDENT OF ANY PURCHASE OF GOODS OR SERVICES. NO PURCHASE OF ANY GOODS OR SERVICES IS NECESSARY, AND THE PURCHASE OF GOODS OR SERVICES WILL NOT IMPROVE ONE'S CHANCES OF BEING AWARDED A PRIZE IN THE COMPETITION.

7. Participation to the competition will be possible from May 17, 2016, 00:00 (GMT), until September 30, 2016, 23:59 (GMT) (hereinafter referred to as the "Submission Period"). All submissions (entries) must be received on or before the time stated during the Submission Period. Goodyear will not accept any liability for submissions (entries) not received during the Submission Period.

The date and time of participation to the competition will be determined by Goodyear Dunlop's database clock. Proofs or acknowledgment of sending, submission or dispatch generated by the participant's computer or mobile device will not be deemed proof of receipt by Goodyear Dunlop.

8. The competition is not in any way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other Social Network.

WHO CAN PARTICIPATE?

9. Only persons aged 18 years or more at the time of registration are entitled to participate in the competition. When registering, the user expressly confirms that he has reached the age of 18

10. Only persons residing in a member state of the European Union other than Italy (hereinafter referred to as the "Participating Countries") will be considered for the award of a prize in the competition. When registering, the participant expressly confirms that he/she is resident of one of the Participating Countries.

11. Persons subject to US, EU or UN sanctions or residing in countries subject to US, EU or UN sanctions will only be considered for the award of a prize in the competition if such award is permitted under such sanctions.

12. All Goodyear EMEA associates, Speed Communications and Mission Group employees, and bloggers participating in the activation are excluded from participation.

HOW TO PARTICIPATE?

13. Participation to the competition is possible through Twitter, email or Facebook.

13.1 Participation through Twitter. If you do not have a Twitter account, download the free Twitter application to your iOS or Android smartphone or compatible mobile device with a data plan. To participate to the competition, follow Goodyear Dunlop's Moto on Twitter (@DunlopMoto), upload an eligible photo or video (as defined below) via Twitter and include the hashtag #DunlopMoto in the caption (hereinafter referred to as a "Twitter Entry"). Twitter Entries must be submitted during the Submission Period. By submitting a Twitter Entry, the participant agrees to Twitter's Terms of Use. Participants must have an e-mail account, Internet access and access to an iOS or Android smartphone or compatible mobile device with a data plan to participate to the competition through a Twitter Entry.

- 13.2. Participation through Facebook. If you do not have a Facebook account, download the free Facebook application to your iOS or Android smartphone or compatible mobile device with a data plan. To participate to the competition, follow Goodyear Dunlop's Moto on Facebook (facebook.com/DunlopMoto), and tag @DunlopMoto in an eligible video or photo on your account (as defined below) via Facebook (hereinafter referred to as a "Facebook Entry"). Facebook Entries must be submitted during the Submission Period. By submitting a Facebook Entry, the participant agrees to Facebook's Terms of Use. Participants must have an e-mail account, Internet access and access to an iOS or Android smartphone or compatible mobile device with a data plan to participate to the competition through a Facebook Entry.
- 13.3 Participation by email. To participate to the competition, send an eligible video or photo to Dunlop@SpeedCommunications.com from your account (showing your email address) (hereinafter referred to as an "Email Entry"). Email Entries must be submitted during the Submission Period. By submitting an Email Entry, the participant agrees to our Terms and Conditions.

MESSAGE AND DATA RATES MAY APPLY TO THE USE OF MOBILE PHONE/DEVICE TO PARTICIPATE IN THE COMPETITION. WIRELESS INTERNET SERVICE MAY NOT BE AVAILABLE IN ALL AREAS.

14. Once a photo or video has been uploaded as part of a Twitter Entry, an Email Entry or a Facebook Entry (hereinafter collectively referred to as an "Entry"), any modification, substitution or deletion of this photo will invalidate the Entry, and this Entry will be excluded from the competition.
15. In order to be eligible as part of an Entry, a photo or video must meet the following requirements:
- The photo or video caption contains, mentions or is accompanied with the hashtag #DunlopMoto;
 - The photo or video meets high levels of decency and does not include any material which may damage the reputation of Goodyear Dunlop, any of its affiliates or any third party;
 - The photo or video is an original photo or video;
 - If the photo or video has been taken or shot by a person other than the participant, the participant has secured all rights and clearances to the photo or video from this person;
 - The photo or video does not depict minors or, if it does, the consent of the legal representative(s) / guardian(s) of such minors was expressly given to use such depiction for purposes of the competition in accordance with these Terms and Conditions;
 - The photo or video is not profane, pornographic, sexually explicit or suggestive, and does not contain nudity;
 - The photo or video does not promote alcohol, illegal drugs or tobacco;
 - The photo or video does not contain materials embodying copyrighted images, names, likenesses, photographs or other indicia identifying any person, living or dead, without permission;
 - The photo or video does not defame, misrepresent or contain disparaging remarks about people or companies;
 - The photo or video is not obscene or offensive, does not endorse any form of hate or hate group, and is not derogatory to any ethnic, racial, gender, religious, professional, age or other group;
 - The photo or video does not depict illegal activity and is not itself in violation of any law;

- The photo or video does not include photo or video images of a known celebrity, famous or well-known person, or any image which violates the right of privacy or publicity of any person;
 - Images of individuals captured in the photo or video are incidental only, in order to protect privacy rights of others;
 - The photo or video does not show or promote irresponsible riding and all footage is of road users complying with the local road regulations; and
 - The photo or video does not feature the licence plate of any participant.
16. Any photo or video uploaded as a part of an Entry which is considered, in Goodyear Dunlop's sole discretion, not to meet the eligibility criteria or to be offensive, culturally sensitive, provocative, sexually explicit, or otherwise objectionable or of inappropriate content (including, without limitation, any content which contains an image of a competitive product of Goodyear Dunlop), may be declared ineligible by Goodyear Dunlop, in which case this photo or video and the Entry as part of which it was uploaded will be excluded from the competition.
17. Goodyear reserves the right to review all Entries and, in its sole and absolute discretion, to reject, disqualify and/or remove any Entry (along with the participants who submitted them) that violates these Terms and Conditions without any notification or warning.

ENTRIES SUBMITTED/POSTED TO GOODYEAR DUNLOP'S SOCIAL MEDIA PAGES HAVE NOT BEEN EDITED BY GOODYEAR DUNLOP AND REFLECT THE VIEWS AND OPINIONS OF THE PARTICIPANTS HAVING SUBMITTED THEM, AND NOT THE VIEWS / OPINION OF GOODYEAR DUNLOP OR ITS AFFILIATES IN ANY MANNER.

WHAT ARE THE PRIZES?

18. Each winner of the competition (determined as explained below) will receive a prize consisting of two Dunlop RoadSmart III motorcycle tires (one front, one rear) of the size indicated by such winner or, if not available, two alternative Dunlop motorcycle tires (one front, one rear) of equivalent value (based on Goodyear Dunlop's price list).
19. No cash alternative to the prizes will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving any notice.

HOW ARE THE WINNERS DETERMINED AND INFORMED OF THEIR PRIZES?

20. A winner of the competition will be a participant having submitted an Entry which contains a photo or video selected by Goodyear Dunlop's Dunlop Campaign Ambassador (identified below) in its sole opinion and discretion as embodying the best the Dunlop Moto values.

The Dunlop Campaign Ambassador will consider all Entries submitted via all points of entry (Twitter, Facebook or email) during each of the four months of the Submission Period (it being understood that the month of May 2016 will be taken into consideration together with the month of June 2016) and select in its sole opinion and discretion based on the above criteria's three winners of the competition for each such month of the Submission Period.

The Dunlop Campaign Ambassador will be John McGuinness, the multiple winner of the Isle of Man TT. Goodyear Dunlop reserves the right to change the Dunlop Campaign Ambassador without prior notice in the event that the Dunlop Campaign Ambassador is no longer available or incapacitated.

21. The winner and the top participants will be informed by Goodyear Dunlop of their prizes and where such prizes can be collected within 28 days of the end of the Submission Period, by email and/or letter.

If the winner or a top participant cannot be contacted or does not claim the prize within 14 days of the notification thereof, Goodyear Dunlop reserve the right to withdraw such prize from the winner or such top participant and award it to the participant that would have been awarded such prize if the Entry for which such prize was initially awarded had not been submitted.

22. Any decision taken by Goodyear Dunlop's Dunlop Campaign Ambassador in respect of prizes pursuant to these Terms and Conditions will be final and not subject to challenge by the participants.

RESPONSIBILITIES OF THE PARTICIPANTS

23. By submitting an Entry, each participant (or its legal representative(s) / guardian(s) if the participant is a minor) warrants and represents that:

- This Entry and the photo which was uploaded as part thereof complies with these Terms and Conditions;
- The photo which was uploaded as part of this Entry does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity;
- It has obtained written permission from a third party whose photograph is being uploaded as part of this Entry;
- It owns all rights to the Entry, including without limitation, copyrights, and has received prior written permission from the person who has taken the photo uploaded as part of this Entry if this photo was taken by another person;
- The publication of this Entry via various media, including posting online, will not infringe on any third party rights; and
- The participant and/or any other persons appearing or who is/are otherwise identifiable in the photo uploaded as part of this Entry consents to the submission and the use of this Entry.

24. Each participant will indemnify and hold harmless Goodyear Dunlop, its affiliates, and its and their respective officers, directors, employees, agents and assigns from any claims and damages (including reasonable attorneys' fees) arising from or relating to:

- any breach or alleged breach by such participant of the above representations and warranties;
- any violation or breach by such participant of these Terms and Conditions;
- the submission by such participant of an Entry;
- such participant's conduct in creating an Entry or the photo uploaded as part thereof;
- the acceptance, use, sale transfer or other form of disposition of any prize awarded as part of the competition; or
- any negligent act or omission of such participant in connection with the competition.

USE OF ENTRIES AND THEIR CONTENT

25. EACH PARTICIPANT HEREBY SPECIFICALLY AUTHORIZES GOODYEAR DUNLOP AND ITS AFFILIATES TO EDIT AND USE, IN ANY AND ALL WAYS, INCLUDING IN ANY MARKETING OR COMMUNICATION ACTION OR MATERIAL BY OR ON BEHALF OF GOODYEAR DUNLOP OR ANY OF ITS AFFILIATES, WITHOUT PAYMENT OF ANY REMUNERATION, FEE OR OTHER CONSIDERATION, ALL OR PART OF THE CONTENT OF ANY ENTRY MADE BY SUCH PARTICIPANT, INCLUDING, WITHOUT LIMITATION, ANY PHOTO OR VIDEO CONTAINED THEREIN.

LIMITATION AND EXCLUSION OF LIABILITY

26. TO THE FULLEST EXTENT PERMITTED UNDER APPLICABLE LAW, ANY LIABILITY CAUSED BY GOODYEAR DUNLOP, ITS AFFILIATES, AND ITS AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND ASSIGNS REGARDING OR IN CONNECTION WITH THE COMPETITION WILL BE LIMITED TO INTENT OR GROSS NEGLIGENCE. THIS DOES NOT APPLY FOR ANY INJURY TO LIFE, BODY OR HEALTH.
27. TO THE FULLEST EXTENT PERMITTED UNDER APPLICABLE LAW AND EXCEPT FOR DAMAGE ARISING FROM INTENT OR GROSS NEGLIGENCE MENTIONED UNDER CLAUSE 26 OF THESE TERMS AND CONDITIONS, GOODYEAR DUNLOP, ITS AFFILIATES, AND ITS AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND ASSIGNS WILL NOT BE LIABLE FOR:
- ANY INCORRECT OR INACCURATE INFORMATION PROVIDED IN CONNECTION WITH THE COMPETITION (WHETHER CAUSED BY PARTICIPANTS, PRINTING ERRORS, ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE COMPETITION, OR ANY OTHER CAUSE);
 - ANY COMPUTER, ONLINE, TELEPHONE OR TECHNICAL MALFUNCTIONS;
 - DELAYS OR HUMAN ERRORS THAT OCCUR IN THE PROCESSING, TRANSMISSION OR RECEIPT OF ENTRIES;
 - INCOMPLETE, CORRUPTED OR UNTIMELY ENTRIES, OR INACCURATE TRANSCRIPTION OF ENTRY INFORMATION;
 - ENTRIES THAT ARE STOLEN, MISDIRECTED, GARBLED, LOST OR DELAYED BY COMPUTER TRANSMISSIONS; OR
 - ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY, INCLUDING BUT NOT LIMITED TO THE PARTICIPANTS' COMPUTERS, HARDWARE AND/OR SOFTWARE, WHICH MAY BE CAUSED DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM THE PARTICIPANTS' PARTICIPATION IN THE COMPETITION, OR THE RECEIPT, REDEMPTION OR USE OF ANY PRIZE.