OFFICIAL RULES

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND D.C. WHO ARE 18 YEARS OF AGE OR OLDER AND THE AGE OF MAJORITY AS OF THE DATE OF ENTRY. NO PURCHASE IS NECESSARY. VOID WHERE PROHIBITED. U.S. LAWS GOVERN THIS CONTEST.

1. ELIGIBILITY: The Who Would You Put In A Volvo? Contest (the “Contest”), sponsored by Volvo Cars of North America, LLC (“Sponsor”), is open only to legal residents of the fifty (50) United States and the District of Columbia who as of the date of entry are (a) eighteen (18) years of age or older and (b) the age of majority in the jurisdiction in which they reside. Employees and former employees of Sponsor or any of Sponsor’s parent companies, subsidiaries, affiliates or advertising or promotion agencies, and members of the immediate family (parents, siblings and children) or household (whether related or not) of any such employee or former employee, are not eligible. Void where prohibited by law.

2. HOW TO ENTER: The entry period for the Contest begins at 6:30 p.m. Eastern Time (ET) on Sunday, February 1, 2015. To enter, an entrant must send a Tweet via the entrant’s Twitter account during a Commercial Break (as defined below) during the professional football championship game taking place on February 1, 2015, at University of Phoenix Stadium in Glendale, Arizona, then by no later than 11:59 p.m. ET on Sunday, February 8, 2015 complete and submit at the Contest entry website an Official Entry Form and a statement concerning a Nominee (as defined below), as described in more detail below. Each entrant must identify a person who the entrant would like to be awarded a Volvo XC60 automobile (the “Nominee”). The Nominee must be a living person who, as of the time when the Tweet is sent through the date on which the prize is awarded, is a legal resident of one of the fifty (50) United States or the District of Columbia who has a valid driver’s license and is (a) eighteen (18) years of age or older and (b) the age of majority in the jurisdiction in which the Nominee resides. Employees and former employees of Sponsor or any of Sponsor’s parent companies, subsidiaries, affiliates or advertising or promotion agencies, and members of the immediate family (parents, siblings and children) or household (whether related or not) of any such employee or former employee, are not eligible to be Nominees. “Commercial Break” means a time period during the telecast of the professional football championship game taking place on February 1, 2015, at University of Phoenix Stadium in Glendale, Arizona during which such program is interrupted and one or more commercials, one of which is a Qualifying Commercial (as defined below), are telecast. “Qualifying Commercial” means a commercial for the manufacturer or a dealer of an automobile, SUV, van or truck that is sold or leased for personal use. For clarity, a commercial that solely promotes automobile-related equipment or services (such as automobile repair services or online automobile sales listing services), rental car services or vehicle insurance will not constitute a Qualifying Commercial, and a commercial that incidentally depicts an automobile but primarily promotes another product or service will not be a Qualifying Commercial. An interruption of the program during which commercials are telecast will not constitute a Commercial Break for purposes of these Official Rules unless a Qualifying Commercial is telecast during the interruption. Contest Tweet: Each entrant must send during a Commercial Break a Tweet that contains the hashtag #VolvoContest and identifies a Nominee. Each Tweet must identify only one (1) Nominee and must comply with the Twitter Terms of Service and the Twitter Rules and with all technical
requirements of Twitter. The entrant must obtain the consent of the Nominee before sending a Tweet identifying the Nominee. In addition, each Tweet must not contain any material that is unlawful, defamatory, threatening, indecent, violent, obscene or offensive, or that disparages any company or brand, or that violates or infringes upon any trademark rights, copyrights or other rights of any person or entity. Tweets must be sent by the conclusion of the professional football championship game taking place on February 1, 2015, at University of Phoenix Stadium in Glendale, Arizona. Entry times will be determined by Sponsor. The entrant must be the owner of the Twitter account used to send the Tweet. **Official Entry Form:** After a Tweet containing the required information is sent, Sponsor or its agent will supply, via a Tweet to the entrant’s Twitter account, instructions regarding additional steps that must be taken for such entrant to access the online Official Entry Form at the Contest entry website. Completion of the Official Entry Form will require the entrant to supply to Sponsor his or her name, date of birth, email address, ZIP code and telephone number and to submit, via the Official Entry Form, a statement written in English, consisting of no more than 75 words, identifying the Nominee and describing why the entrant believes the Nominee should be awarded a Volvo XC60 automobile (a “Statement”). A potential entrant will not be entered in the Contest until all specified steps are completed. Each Statement must comply with all of the guidelines set forth in Section 3. There is a limit of one (1) Statement per Twitter account, regardless of the number of Tweets that may be sent via that Twitter account. If multiple Statements associated with a single Twitter account are submitted, only the Statement that was first Submitted will be judged. **The Official Entry Form must be completed and submitted by no later than 11:59 p.m. ET on February 8, 2015.**

**General Entry Terms and Conditions:** As indicated in Section 3, the entrant must obtain the written consent of the Nominee to the use by the Contest Entities (as defined in Section 7) of the Statement including the Nominee’s and/or such person’s name and/or other identifying information, as applicable, as permitted hereunder. Each entrant may only use one Twitter account to enter. Each Statement must be unique and an entrant cannot submit the same Statement more than once. Proof of submission does not constitute proof of entry. Entry times will be determined using Sponsor’s computer, which will be the official clock for the Contest. Normal time rates and/or data rates (as applicable), if any, charged by the entrant’s Internet or mobile service provider will apply. All entries are subject to verification at any time. Sponsor will have the right, in its discretion, to require proof of identity and/or eligibility in a form acceptable to Sponsor (including, without limitation, government-issued photo identification). Failure to provide such proof to the satisfaction of Sponsor in a timely manner may result in disqualification.

### 3. STATEMENT GUIDELINES:
All Statements must comply with the following guidelines:
(a) the Statement must be original; (b) the entrant must own the copyright in the Statement; (c) the Statement must not previously have been published for commercial purposes or won any award; (d) the Statement must not contain any material that is defamatory, threatening, indecent, violent, obscene or offensive; (e) the Statement must not contain any material that violates or infringes upon the rights of any third party, including without limitation copyrights, trademarks or rights of privacy or publicity, or that is unlawful, in violation of or contrary to any applicable laws or regulations, or whose use by the Contest Entities requires a license or permission from or payment to any third party; (f) before submitting the Statement, the entrant must have obtained written consent from the Nominee and from any other person identified in the Statement (or his or her parent or legal guardian, if the person identified is a minor) to the use by the Contest Entities of the Statement including the Nominee’s and/or such person’s name and/or other identifying information, as applicable, as permitted hereunder; and (g) the
Statement must not contain any material that Sponsor, in its sole discretion, deems inappropriate for public viewing and/or for posting on Sponsor's website and/or social media channels. By submitting a Statement, the entrant represents and warrants that he or she has complied with all of the foregoing requirements and has obtained all permissions, licenses and consents that are necessary for the submission of the Statement and the use of the Statement as permitted pursuant to Section 7 of these Official Rules and to verify compliance with the foregoing requirements. Each entrant agrees to provide to Sponsor at Sponsor's request copies of all such permissions, licenses and consents. Sponsor reserves the right in its sole discretion to disqualify any Statement that Sponsor determines does not comply with these guidelines or to require the entrant to make such changes to the Statement as are necessary to make it compliant.

4. WINNER SELECTION: Five (5) potential winners will be selected by judges designated by Sponsor (the “Judges”) from among all Statements received by no later than 11:59 p.m. on February 8, 2015 in accordance with these Official Rules, by applying the following criteria (the “Judging Criteria”): (a) extent to which the Nominee demonstrates passion for the Volvo brand (10%); (b) extent to which the Nominee demonstrates generosity of spirit (30%); (c) extent to which the Nominee demonstrates how they inspire (30%) and (d) overall impression (30%). In the event of a tie, the tie will be broken based on the tied entrants “overall impression” scores. In the event that a time remains after consideration of the tied entrant’s “overall impression” scores, the tie will be broken on the basis of the tied entrants’ “extent to which the Nominee demonstrates how they inspire” scores. The odds of winning depend on the number and quality of eligible entries received. The potential winners are subject to verification. There is a limit of one (1) winner per household. Sponsor may in its discretion publish one or more of the Statements prior to announcement of the winners. Publication by Sponsor of an entrant’s Statement does not mean that the entrant is or is likely to be a winner and will not confer on the entrant any advantage with respect to the winner selection process.

5. WINNER NOTIFICATION AND VERIFICATION: The potential winners will be notified via email. Potential winners will be required upon Sponsor’s request to provide the full name of and contact information for the potential winner’s Nominee. Verification of eligibility may include, without limitation, a background investigation of the winner and/or Nominee, and entrants agree to supply and to cause their Nominees to supply any authorizations or permission deemed necessary by Sponsor in connection with any such investigation. Verification of eligibility may also include Sponsor’s confirmation that the potential winner sent a Tweet in accordance with Section 2 during a Commercial Break. Each potential winner will be required to complete and return to Sponsor an Affidavit of Eligibility/Release of Liability, and, if legally permissible, a Publicity Release within seven (7) days of attempted delivery to the potential winner of same. The potential winner also must cause the Nominee identified in the winning Statement to complete a Prize Acceptance Agreement and Release (which, among other things, will require the Nominee to permit Sponsor to film, photograph, tape and/or record the Nominee and to consent to the use by Sponsor of the Nominee’s name, biographical information, likeness, voice and statements), and must return the signed Prize Acceptance Agreement to Sponsor within seven (7) days of attempted delivery to the potential winner of same. If a potential winner cannot be reached or does not respond within seventy-two (72) hours of the initial notification attempt, or if any attempted notification or prize delivery is returned as undeliverable, or if the potential winner or Nominee fails to complete and return any required documentation within seven (7) days of attempted
delivery to the potential winner of same, Sponsor will have the right in its discretion to disqualify the potential winner and select an alternate winner and Nominee. Without limitation of the foregoing, if the Nominee declines to accept the prize or does not timely complete and return any required documentation, the potential winner will be disqualified and an alternate winner selected and a prize awarded to the Nominee identified in the alternate winner’s Statement (provided that such alternate winner and Nominee comply with all requirements set forth herein).

6. **PRIZES:** Five (5) prizes will be offered. The prizes will be awarded if properly claimed. Prizes will not be awarded to the winners. Prizes will be awarded to each of the Nominees identified in each winner’s Statement (subject to compliance with these Official Rules). Each prize consists of (a) one (1) Volvo XC60 automobile and (b) $5,000, awarded in the form of a check or another payment method specified by Sponsor. The automobile component of the prize includes destination and delivery charges and metallic paint. All automobile features (including options, equipment and interior and exterior colors) and all other prize details will be determined by Sponsor in its discretion. The approximate retail value (“ARV”) of each prize is $46,205. All federal, state, local taxes on prize value, if applicable, are the responsibility of the recipient. An IRS form 1099 will be issued in the prize recipient’s name if required by law. The total ARV of all prizes is $231,025. No substitution, cash redemption or transfer of the right to receive a prize is permitted, except in the discretion of Sponsor, which reserves the right to substitute for a prize (or a component thereof) an alternate prize or prize component of equal or greater value. Prizes consist only of those items expressly specified in these Official Rules as being part of the prize. All expenses and costs associated with the acceptance or use of the prize (including, without limitation, costs of insurance, title, registration and taxes) are the responsibility of the prize recipient. The Nominee must take delivery of the prize from an automobile dealership designated by Sponsor and will be required to provide proof of insurance and possession of a valid driver’s license.

7. **GRANT OF RIGHTS:** By entering the Contest, each entrant grants permission to Sponsor and each of its parent companies, affiliates, subsidiaries and successors, and each of their agents and licensees (all of the foregoing, the “Contest Entities”) to use the entrant’s name, biographical information, likeness, voice and statements for purposes of advertising, trade and other commercial purposes and for any other purpose, worldwide, in all media and formats whether now or later known or developed, without further notice or compensation, unless prohibited by law. In addition, by entering the Contest, each entrant grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit, prepare derivative works based on and otherwise use the content of the entrant’s Tweet and his/her Statement, in whole or in part, for advertising or promoting the Contest and/or Sponsor and for any other purpose (including, without limitation, posting the Statement on Sponsor’s website and social media channels), worldwide, in all media and formats whether now or later known or developed, without further notice or compensation.

8. **RELEASE AND LIMITATION OF LIABILITY:** By entering, each entrant releases and agrees to hold each of the Contest Entities, each of their advertising, marketing and promotion agencies, all other companies involved in the development, marketing or operation of the Contest or the manufacture, marketing or provision of any prize or prize component and the directors, officers, employees and assigns of all of the foregoing (all of them, the “Released Parties”), harmless from and against any and all claims and liability arising out of the operation of the Contest, the entrant’s participation in the
Contest, the acceptance or use of a prize or the use of the entrant’s name, biographical information, likeness, voice, statements and/or Statement, including without limitation any and all claims and liabilities (a) relating to any personal injury, death or property damage or loss sustained by any entrant, any Nominee or any other person or (b) based upon any allegation of violation of the right of privacy or right of publicity, copyright infringement, misappropriation or violation of any other personal or proprietary right. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use of any prize. The Released Parties are not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. In no event will more than the stated number of prizes be awarded.

9. GENERAL RULES: Sponsor reserves the right to modify these Official Rules and to modify, suspend or terminate the Contest at any time in its discretion, including without limitation in the event of any changes to the terms applicable to the use of Twitter. Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or times indicated in these Official Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Statement with these Official Rules, or as a result of any technical or other problems or any other circumstance that, in the opinion of Sponsor, in its sole and absolute discretion, affects or may affect the proper administration of the Contest, or for any other reason. In the event of death of a Nominee identified in a winning Statement after submission of a Statement but before the prize is awarded, Sponsor will have the right in its discretion to either (a) award the prize to an heir, representative or successor of such Nominee or to the winner, as determined by Sponsor in its discretion, and the prize recipient will be required to comply with all provisions of the Official Rules that would have applied to such Nominee or (b) deem the winner disqualified and select an alternate winner and Nominee in accordance with the procedures set forth in Section 4. The Released Parties are not responsible for late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of Statements, entries or entry information, or any other human, mechanical or technical errors of any kind relating to the submission, collection, storage or processing of Statements or entries, the selection, notification and/or verification of winners and/or Nominees or the administration of the Contest. Sponsor reserves the right, in its sole discretion, to disqualify or prohibit from participating in the Contest any individual who, in Sponsor’s discretion, Sponsor determines or believes (i) has tampered with the entry process, or has undermined the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices, or (ii) has engaged in conduct that annoys, abuses, threatens or harasses any other entrants or any representative of Sponsor, or (iii) has attempted or intends to attempt any of the foregoing. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The use of agents or automated devices, programs or methods to submit entries is prohibited and Sponsor reserves the right, in its sole discretion, to disqualify any entry that it believes may have been submitted using such an automated device, program or method. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this Contest should a virus, bugs, technical problem, entrant fraud or misconduct, or other cause beyond the control of the Sponsor corrupt the administration, integrity, security or proper operation of the Contest or if for any other reason Sponsor is not able to conduct the Contest as planned (including
without limitation in the event the operation of the Contest is interfered with by any fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or of public enemy, communications failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, federal, state, provincial/territorial or local law, order or regulation or court order). In the event of termination of the Contest, a notice will be posted and winners selected in accordance with the procedures set forth in these Official Rules from among all eligible entries received prior to the time of termination to award any remaining prize. Each entrant must comply with all terms and conditions applicable to the use of Twitter. All federal, state and local laws and regulations apply. All entry materials become the property of Sponsor and will not be verified or returned. By participating in this Contest, entrants agree to be bound by the Official Rules and the decisions of Sponsor and the judges, which are final and binding in all respects. These Official Rules may not be reprinted or republished in any way without the prior written consent of Sponsor.

10. DISPUTES: By entering the Contest, each entrant agrees that, to the maximum extent permitted by applicable law, (a) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action (Note: Some jurisdictions do not allow restricting access to class actions. This provision will not apply to you if you live in such a jurisdiction.); and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys’ fees; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of New York without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of New York. Any legal proceedings arising out of this Contest or relating to these Official Rules shall be instituted only in the federal or state courts located in the State of New York, waiving any right to trial by jury, and each entrant consents to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these rules or the Contest. In the event of any conflict between these Official Rules and any Contest information provided elsewhere (including but not limited in advertising or marketing materials), these Official Rules shall prevail.

11. USE OF INFORMATION: Sponsor and/or its agents or contractors will collect personal information regarding Contest entrants, which will be subject to Sponsor’s privacy policy available at http://www.volvo cars.com/us/footer/privacy. By entering the Contest, each entrant agrees that information submitted in connection therewith may be used as permitted pursuant to such Privacy Policy, and otherwise in connection with the administration of the Contest.

13. **SPONSOR:** Volvo Cars of North America, LLC, Rockleigh, New Jersey. The Contest is in no way sponsored, endorsed or administered by, or associated with, Twitter.

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