

Hyundai Rewards Sweepstakes Official Rules

- **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND DOES NOT INCREASE YOUR CHANCES OF WINNING.**
- **VOID WHERE PROHIBITED BY LAW.**
- **ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SWEEPSTAKES PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** The Hyundai Rewards Sweepstakes ("Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia, who: (i) are eighteen (18) years of age or older; (ii) are owners or lessees of a Hyundai vehicle as of the start of the Sweepstakes Period (defined below); (iii) have a valid driver's license as of date of entry, and (iv) are a current Hyundai Rewards program (the "Program") member or sign up for the Program by 11:59 p.m. ET on October 26, 2026. Employees, officers and directors of Hyundai Motor America ("Sponsor"), Epsilon Data Management, LLC, Realtime Media LLC ("Administrator") and their respective parent companies, affiliates, subsidiaries, advertising, sweepstakes, fulfillment and marketing agencies (collectively with Sponsor and Administrator, the "Sweepstakes Parties"), their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Sweepstakes or win the prize. For purposes of this Sweepstakes, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. In the event that a household, based on address, enters the Sweepstakes using more than five (5) unique email addresses, all of the Sweepstakes entries associated with that household (determined by Sponsor in its sole discretion) will be disqualified. Void where prohibited by law. All federal, state, and local laws and regulations apply. By participating in the Sweepstakes, you unconditionally accept and agree to comply with and abide by these "Official Rules" and the decisions of Sponsor, including the interpretation of these Official Rules, and Sponsor's exercise of discretion, which will be final, non-appealable, and binding in all respects.
2. **TIMING:** The Sweepstakes begins at 12:00 p.m. (noon) Eastern Time ("ET") on July 22, 2026 and ends at 11:59 p.m. ET on October 26, 2026 (the "Sweepstakes Period"). The designated computer clock of the Administrator is the official time-keeping device in the Sweepstakes.
3. **HOW TO ENTER:** During the Sweepstakes Period, visit <https://HyundaiRewardsGiveaway.com> (the "Website") and submit your valid email address (which must be the email associated with your MyHyundai account). Then, fully complete and submit an official entry form, including your full name, address (no P.O. Boxes), phone number, and date of birth. If you are not an existing Program member, you must enroll in order to be entered into the Sweepstakes. To enroll, follow the link on the "Thank You" page at the Website to visit <https://myrewards.hyundaiusa.com> and enroll in the Program. Enrolling in the Program is free. You must provide your current Hyundai vehicle's VIN when enrolling. Be sure to use the same email address as the one used when entering the Sweepstakes on the Website. Upon successful submission of the entry form and enrollment in the Program (if you are not already at time of entry form submission), you will receive one (1) entry into the Sweepstakes, subject to the limit below.

All Program enrollments must be completed by 11:59 p.m. ET on October 26, 2026 to be eligible for the Sweepstakes. Participation in the Program is open only to individuals who are at least 18 years of age residing in the 50 United States or the District of Columbia who (i) have a MyHyundai account and (ii) own or lease a Hyundai vehicle. If you are eligible and wish to participate in the Program, you must

first complete the registration process through MyHyundai.com. Once you have successfully completed the registration process, you will become an active member in the Program. We may collect, use, and share information gathered during the registration process for the Program in accordance with the [Rewards Terms](#) and our [Privacy Notice](#).

The Sweepstakes Parties are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible contact information.

LIMIT: One (1) entry per person. Attempts made by the same individual to earn more than the stated number of entries by using multiple or false contact information, accounts or otherwise may result in disqualification. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limit(s), incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Those who do not follow all instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the registered account holder of the email address associated with such entry, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. **SWEEPSTAKES DRAWING:** On or about October 27, 2026, the Administrator will conduct a random drawing to select one (1) potential winner from among all eligible entries received during the Sweepstakes Period in accordance with these Official Rules.
5. **ODDS:** Odds of winning the prize depend on the total number of eligible entries received during the Sweepstakes Period.
6. **WINNER NOTIFICATION/PRIZE CLAIMING:** The potential winner will be notified via email (or other contact information) using the information provided on the entry form. The Sweepstakes Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in entrant's email or other account to receive messages. Sweepstakes Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify the potential winner. Notification is deemed to have occurred immediately upon the sending of an email. As part of the winner verification process, the potential winner may be required to complete, sign, and return a declaration or affidavit of eligibility/release of liability/prize acceptance agreement ("Declaration/Affidavit") and proof of a valid driver's license within three (3) days of the date of notification that they are a potential winner, as a condition of receiving the prize. If the potential winner cannot be contacted within a reasonable time period or any notification is returned as undeliverable, if the potential winner fails or refuses to complete, sign, and return the Declaration/Affidavit within the required time period, and/or if the potential winner is deemed ineligible or noncompliant, the potential winner will forfeit the prize and be disqualified, and an alternate may be selected in a random drawing from among all remaining eligible entries received, up to three (3) alternates, after which the prize will remain un-awarded. The potential winner becomes the "winner" only after verification of eligibility by Sponsor.

In the event the potential winner is a resident of Alabama or Nebraska and under the age of nineteen (19), a parent or legal guardian may be required to also sign any Declaration/Affidavit in order for the winner to be qualified to receive the prize.

No more than one (1) prize will be awarded. If, for any reason, more bona fide winners come forward seeking to claim the prize, the winner may be selected in a random drawing from among all persons making purportedly valid claims. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

7. PRIZE/PRIZE RESTRICTIONS: The prize to be awarded in this Sweepstakes is:

One (1) Prize: The prize is a 2026 Hyundai Venue SEL (the "Vehicle"). The Vehicle Manufacturer's Suggested Retail Price ("MSRP") is \$22,825. The MSRP of the Vehicle is as of date of printing of these Official Rules and may vary based on actual Vehicle options and market fluctuations. The approximate retail value ("ARV") of the prize is \$25,125. Any difference between the ARV and actual retail value of the prize will not be awarded.

The Vehicle will be delivered with standard equipment, as specified by Sponsor. Any upgrades and options are at the sole expense of the winner. Color, package, factory options, and other specifics to be determined by Sponsor, and are subject to availability. Winner must be a licensed driver and must present a current valid driver's license, and legally-required proof of insurance (as applicable in winner's jurisdiction of residence) prior to taking possession of the Vehicle. Failure to provide all required documents may result in prize forfeiture. Winner is responsible for all associated fees not expressly included in the prize description, including all title, license, insurance, registration, dealer preparation, dealer fees, applicable taxes or fees, destination and handling charges, and other fees associated with a vehicle, including any travel and transportation costs associated with collecting the Vehicle, as well as any fuel required to operate the Vehicle. Winner is solely responsible for any required maintenance or repairs of the Vehicle subsequent to taking possession of the Vehicle, and the Sweepstakes Parties have absolutely no duties or obligations with respect to the same. All other costs not specifically stated herein as being awarded are the responsibility of the winner. The winner will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the prize received, regardless of whether it, in whole or in part, is used. Winner will be required to take delivery of the Vehicle from a designated authorized dealer within thirty (30) days after the date the Vehicle is delivered to the specified designated dealer, or the Vehicle may (in Sponsor's sole discretion) be automatically forfeited by the winner. The winner will be responsible for proper licensing and registration within their jurisdiction of residence. Except as stated in the manufacturer's limited warranty for the Vehicle, none of the Sweepstakes Parties or any other person associated with the manufacture, distribution, development and execution of this Sweepstakes and its prize, or any of their respective affiliates, parent companies, subsidiaries, directors, officers, employees, and agents makes any warranties, representations or guarantees, express or implied, in fact or in law, relative to the use or enjoyment of the Vehicle, including, without limitation, its quality, mechanical condition, merchantability or fitness for a particular purpose. Any and all guarantees and warranties for the Vehicle are subject to the manufacturer's terms and conditions, and the winner agrees to look solely to such manufacturers for any such warranty or guarantee claim.

Prize is non-transferable, with no cash redemptions, equivalents, or substitutions except at Sponsor's sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. Prize details and availability are subject to change and are subject to applicable rules and restrictions. In the event that Sponsor is unable to provide a prize or prize component, the Sponsor may elect to provide winner with the approximate value of such item in cash or award an alternate prize of comparable or greater value. The value of the prize awarded to the winner will be reported for tax purposes as required by law. The winner will be required to provide Sponsor with a valid social security number before the prize will be awarded for tax reporting purposes. An IRS Form 1099 will be issued in the name of the winner for the actual value of the prize received. Any unclaimed prize will be forfeited. Prize, if legitimately claimed, will be awarded. If the winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited, and the

Sweepstakes Parties will have no further obligation with respect to that prize or portion of the prize. Sponsor's designee will contact the winner after verification to arrange prize delivery.

- 8. GENERAL:** Subject to applicable law, the winner hereby expressly grants to the Sweepstakes Parties and their respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish his/her name, social handles, likeness (photographic or simulated), voice, biography and place of residence for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes (collectively, "Advertising"), in any and all media now or hereafter devised, worldwide, in perpetuity, without any form of notice, permission or any amount or kind of compensation. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and the winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and the winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner's name, social handles, likeness (photographic or simulated), voice, and/or biography under contract, tort or any other theory of law. The Sweepstakes Parties do not assume any responsibility for any disruption in the Sweepstakes, including, but not limited to, the failure or interruption of any social media platform or any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In the event Sponsor and/or Administrator is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's and/or Administrator's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Sweepstakes or prize. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Sponsor may award the prize in a random drawing from among all non-suspect, eligible entries received for the Sweepstakes up to the time of such action.
- 9. CONDUCT:** The Sweepstakes Parties are not responsible for the actions of entrants in connection with the Sweepstakes, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. The Sponsor reserves the right, in its sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Sponsor to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Sweepstakes, and void all associated entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 10. WAIVERS AND DISCLAIMERS:** The Released Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries or registrations at any point in the operation of this Sweepstakes; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications

line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (e) inaccessibility or unavailability of the Internet or the Website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, social networking posts, or registrations, the announcement of the prize, or in any other Sweepstakes-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes.

11. RELEASES: All entrants, as a condition of participation in this Sweepstakes, release, discharge, indemnify and hold harmless the Sweepstakes Parties and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Sweepstakes (including travel to/from any Sweepstakes activity), (ii) the receipt, ownership, use or misuse of the prize awarded, including any travel associated with the prize, (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website, or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize.

12. GOVERNING LAW AND LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) 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 NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

13. DISPUTE RESOLUTION: The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of California, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any

successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of California. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of California. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

- 14. ENTRY INFORMATION AND SWEEPSTAKES COMMUNICATIONS:** As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and to comply with applicable laws, regulations and rules. Any information an entrant provides to Sponsor may be used to communicate with entrant in relation to this Sweepstakes or on a Sweepstakes winner's list. By participating in the Sweepstakes, each entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://www.hyundaiusa.com/privacy-policy.aspx>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.
- 15. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.
- 16. WINNER LIST:** To receive a listing of the name of the winner, send a #10 self-addressed, stamped envelope for receipt by November 20, 2026 to: Hyundai Rewards Sweepstakes (11839) - Winner List Request, c/o Realtime Media, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403.
- 17. SPONSOR:** Hyundai Motor America, 10550 Talbert Ave., Fountain Valley, CA 92708. Reference to third parties in connection with the prize and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Sweepstakes.
- 18. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403.