



29000-2 Aurora Rd. · Solon, OH · 44139 · [www.CequentConsumerProducts.com](http://www.CequentConsumerProducts.com)

## **OFFICIAL PROMOTIONAL RULES:**

**Promotion:** TRAVEL SOLUTIONS VEHICLE ORGANIZERS PROMOTIONAL GIVE-A-WAY

**Promotional Period:**

8 Winners selected each month from  
(February 2012 – May 31, 2012)



**A) NO PURCHASE NECESSARY TO ENTER OR WIN.**

**B) ELIGIBILITY:** This promotion is open only to legal residents 18 years of age or older of the 50 United States and the District of Columbia. Void where prohibited by law. Employees of Cequent Consumer Products (the "Sponsors"), any parent company, subsidiaries, affiliates, advertising and promotion agencies and their immediate family members (defined as spouse, siblings, parents and children) and/or those living in the same household (whether related or not) of each are not eligible to enter. Promotion is subject to all applicable federal, state and local laws and regulations. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. The information provided will only be used for the purposes of this promotion and as otherwise permitted by the privacy policies of the Sponsors.

**C) LENGTH OF PROMOTION-** This promotion runs February 2012 through May 31, 2012.

**D) HOW TO ENTER:** Entering is a two-step process. Entrants must "Like" ReeseTowpower or Highland Products on Facebook in order to enter at <http://www.Facebook.com/ReeseTowpower> OR [www.Facebook.com/HighlandProduct](http://www.Facebook.com/HighlandProduct) from the custom Tab Page on the left side of the Facebook wall. Once the page is "liked" from the Tab Page, entrants must then sign up to receive the Cequent Consumer Products enewsletter. **NOTE: Only one newsletter sign up is required. Liking both Facebook pages will not increase your chances of being selected for a prize.**

**E) SELECTION OF WINNERS AND PRIZES:** Eight (8) winners each month will be selected at random from the entries. Cequent Consumer Products does reserve the right not to award winners based on lack of participation in the promotion. Winners will be asked to pick one of the Travel Solution Vehicle Organizers listed below:

These include:

- 1) Pet Parent Traveler™
- 2) Trunk Organizer
- 3) Back Seat Activity Center

**F) ANNOUNCEMENT AND NOTIFICATION OF WINNERS:** Winners will be verified and notified by the email provided in the enewsletter sign up. An email will be sent to monthly winners at the first week of each of the promotional months asking the winners to select one of the Travel Solution Vehicle Organizers (in section E). Winners will also be asked to provide a shipping address for the prize. **Winners will be given five (5) business days** not including weekends to respond to the email request for prize verification. Winners will be announced by First name, last name initial, city and state on the ReeseTowpower Facebook page after verification has been made.

If a potential winner cannot be contacted, or if a selected winner is not in compliance with these Official Rules, the prize will be forfeited and awarded to an alternate winner if another winner can be selected. The prize is not redeemable for cash. Winner is responsible for all federal, state and local sales and income taxes. Any other incidental expenses on prize not specified herein are the sole responsibility of winner.

Entry and acceptance of the prize constitute permission to use winner's name, prize description, hometown and likeness for posting online, advertising and promotional purposes without further compensation, except where prohibited by law. Subject to the terms and conditions provided herein, the prize is guaranteed to be awarded.

By participating, entrants fully and unconditionally agree to these Official Rules and the decisions of the Sponsors, which are binding. Entrants agree that they release the Sponsors, Facebook, any parent company, affiliated companies, and all other businesses involved in this promotion, as well as the employees, officers, directors and agents of each such company, from all claims and liability relating to their participation, acceptance and use of the prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this Promotion or receipt or use of the prize. Sponsors have not made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize, including, without limitation, to the prize's quality or fitness for a particular purpose. The Sponsors are not responsible for any typographical or other error in the advertising for Promotion, administration of the Promotions or in the announcement of the prize. Sponsors are not responsible if Promotion cannot take place or if the prize cannot be awarded due to cancellations, delays or interruptions due to acts of God, acts of war (declared or undeclared), natural disasters, weather, acts of terrorism, riot or civil disturbance, satellite or equipment failure, federal state or local government law, order or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsors' control (each a "Force Majeure" event or occurrence).

**G) Sponsors are not responsible for:** (i) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsors on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (ii) any injury or damage to persons or property, including but not limited to death, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use of the prize. By participating in the Promotion, you (i) agree to be bound by these Official Rules,

including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsors, which are final and binding in all matters relating to the Promotion. Behavior which is intended to disrupt or undermine the legitimate operation of the Promotion, or which is intended to annoy, abuse, threaten or harass any other person, or any failure to comply with these Official Rules, may result in disqualification from the Promotion, and Sponsors reserve the right to seek damages and other remedies from any such person engaging in such behavior to the fullest extent permitted by law. The Sponsors reserve the right to: (i) permanently disqualify from the Promotion any person it believes has intentionally violated these Official Rules; and (ii) cancel, suspend and/or modify the Promotion without any liability if any fraud, virus or other factor beyond Sponsors' reasonable control impairs the administration, functioning or proper play of the Promotion, as determined by Sponsors in their sole discretion, and withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Promotion), and to select winner from among all eligible entries received prior to withdrawal. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

**H) SPONSORS:** (Cequent Consumer Products (29000-2 Aurora Rd. Solon, Ohio 44139)

By entering this promotion, you acknowledge that you are providing information to Cequent Consumer Products and not to Facebook.

**I) PRIVACY POLICY:** Cequent Consumer Products protects your information. Contact information obtained through this promotion will only be used for the purpose it is collected for. For more, read our Privacy Policy here <http://www.cequentconsumerproducts.com//Cequent/privacy.htm>.

**ABOUT CEQUENT CONSUMER PRODUCTS:**

Cequent Consumer Products, Inc. is the industry's leading designer, manufacturer and marketer of innovative consumer products for the automotive aftermarket industry. For more than 85 years, Cequent Consumer products are some of the most dependable products manufactured today including superior-quality towing and hitch systems, trailer components and accessories, as well as electrical, brake, cargo carrying and rack systems for cars and trucks. Our established brands are sold through leading automotive retailers nationwide. Our brands are leaders in the industry and include: Reese Towpower, Highland, Rola, Fulton, and Bulldog. Cequent Consumer Products is part of the Recreational Accessories business segment of TriMas Corporation headquartered in Bloomfield Hills, Michigan. Visit <http://www.cequentconsumerproducts.com>.

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