

KIA MOVEMENT THAT INSPIRES SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL 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.

ELIGIBILITY: THE KIA MOVEMENT THAT INSPIRES SWEEPSTAKES (“SWEEPSTAKES”) IS OPEN ONLY TO INDIVIDUALS WHO, AT THE DATE/TIME OF ENTRY, ARE LEGAL RESIDENTS OF THE STATES OF ILLINOIS AND INDIANA AND ARE EIGHTEEN (18) YEARS OF AGE OR OLDER. ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED BY LAW. Employees, officers and directors of Kia America, Inc. (“Sponsor”), EventLink LLC (“Administrator”), Bank of America Corporation, Chicago Event Management and each of their respective parent companies, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies (collectively, the “Sweepstakes Entities”) and the members of their immediate families (i.e., spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren) and persons living in the same household (people who share the same residence at least three (3) months a year) with such individuals (whether related or not) are not eligible to enter this Sweepstakes or win a prize.

AGREEMENT TO THE OFFICIAL RULES: By participating in the Sweepstakes, entrants agree to comply with and be bound by these “Official Rules” and the decisions of the Sponsor and/or Administrator, including the interpretation of these Official Rules and its exercise of discretion, which are binding and final on all matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein.

PROMOTIONAL PERIOD/ENTRY PERIODS: The Sweepstakes promotional period begins at 12:00 AM Central Time (“CT”) on February 12, 2025 and ends at 11:59 PM CT on October 12, 2025 (the “Promotional Period”) and consists of three (3) entry periods (each, an “Entry Period”) as set forth in the chart below:

Entry Period	Entry Period Start Date /Time	Entry Period End Date /Time	Approximate Draw Date:	Prizes Awarded
1	02/12/2025 12:00 AM CT	03/23/2025 at 11:59 PM CT	03/25/2025	Two (2) Grand Prizes (defined below)
2	03/24/2025 at 12:00 AM CT	06/01/2025 at 11:59 PM CT	06/03/2025	Two (2) Grand Prizes
3	06/02/2025 at 12:00 AM CT	10/12/2025 at 11:59 PM CT	10/14/2025	Two (2) Grand Prizes

ADMINISTRATOR’S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES.

HOW TO ENTER: There are two (2) ways to enter the Sweepstakes during the Promotional Period: via designated On-Site Events (defined below) and via the Website (defined below). No other methods of entry will be accepted. Non-winning entries will not rollover into the subsequent Entry Periods. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid or unintelligible entries. Proof of submission will not be deemed proof of receipt by Sponsor. There will be two (2) Grand Prize Winners (defined below) per Entry Period, determined by random drawing from eligible entries received during the applicable Entry Period from all methods and points of entry. Entries must be received during the respective Entry Period to be eligible for that Entry Period’s drawing.

1. **VIA ON-SITE EVENTS:** Complete and submit an official entry form as directed at the promotion display at selected Kia race weekend events such as (a) Shamrock Shuffle from March 21, 2025 through March 23, 2025, (b) Chicago 13.1 from May 30, 2025 through June 1, 2025, and/or (c) the Chicago Marathon from October 10, 2025 through

October 12, 2025 (collectively, the “On-Site Events”), where the Kia team will be present, during the posted hours of operation during the Promotional Period. On-Site Events are subject to change, and Sponsor and Administrator reserve the right to add, change, and/or cancel, their intentions to display at any or all events due either to public health requirements (e.g., COVID-19) or other reasons, without notice.

2. **VIA WEBSITE:** Visit the website (www.KiaRaceSweeps.com) (the “Website”) during the Promotional Period and complete and submit the online entry form with the required contact information and submit as directed (“Online Entry”). Entrants must complete and submit the entry form with all required information for the entry to be eligible. On-Site Events and Online Entries are referred to as “Entry” or “Entries.”

LIMIT: THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON, PER ENTRY PERIOD (REGARDLESS OF METHOD OF ENTRY), FOR A TOTAL OF THREE (3) ENTRIES FOR THE ENTIRE SWEEPSTAKES. No mechanical reproductions of Entry forms permitted. Any attempt by any participant to obtain more than the stated number of Entries by using multiple/different identities, registrations or any other methods will void that participant's Entries and that participant may be disqualified. Entries that are in excess of the stated limits, 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. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, misdirected, or postage-due registrations, which will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. All Entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned.

In the event of a dispute over the identity of an online entrant, Entry will be deemed submitted by the registered account holder of the email address associated with the Entry or social media account for the domain associated with the submitted address provided that person is eligible. Potential Grand Prize Winners 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 a dispute regarding the identity of the individual who actually submitted an Entry cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible. Those who do not follow all of the instructions, provide the required information in their Entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. The Sweepstakes Entities may run multiple campaigns, contests, sweepstakes or other promotions simultaneously. Entry into one (1) campaign, contest or sweepstakes does not constitute entry into any other. Please also see the “Entrant's Personal Information” section below, of these Official Rules. Sponsor reserves the right, in its sole discretion, to: (i) verify any element of any Entry, related materials or entrant's eligibility; (ii) to request additional information; and (iii) to disqualify any entrant whose participation may subject the Sweepstakes, Sponsor or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, or ridicule. By entering this Sweepstakes, you agree to provide any documentation or information deemed necessary by, and in a form acceptable to, Sponsor to satisfy the above requirement if asked by Sponsor to do so.

WINNER SELECTION: There will be a total of six (6) winners in this Sweepstakes. Administrator will select, via a random drawing per the drawing schedule above, two (2) potential grand prize winners (each, a “Grand Prize Winner”) from among all eligible Entries received during each respective Entry Period, subject to verification and compliance with these Official Rules, for a total of six (6) potential Grand Prize Winners. Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Sweepstakes, and of selection of the Grand Prize Winners. Decisions of Sponsor as to the selection of the Grand Prize Winners will be final.

Each potential Grand Prize Winner will be contacted using the information provided during Entry by Administrator by telephone and/or email (method to be selected by Sponsor in its sole discretion) and will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form (“affidavit/release”) within three (3) days of receipt. If the potential Grand Prize Winner's notification or prize is rejected, returned, or deemed undeliverable or the potential Grand Prize Winner fails to execute and return the affidavit/release within the specified time or if a potential Grand Prize Winner is otherwise ineligible to receive the prize, that potential Grand Prize Winner will be deemed ineligible and the prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Entries from that respective Entry Period. Administrator will be responsible in fulfilling and arranging delivery of the prize to the official declared Grand Prize Winner. Unclaimed prizes will not be awarded. The Sweepstakes Entities are not responsible for false, incorrect, changed, incomplete or illegible contact information. Notification is deemed to have occurred immediately upon sending of an email, placing of a phone call, one (1) day after sending via a delivery service or two (2) days after mailing. A potential Grand Prize Winner who provides a P.O. Box may be required to provide an alternative

address and this may cause a delay in notification and acceptance so use of a P.O. Box is discouraged. The Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's email account to receive email messages. Non-compliance shall result in disqualification and award of the prize to an alternate winner. If any potential Grand Prize Winner is found to be ineligible, or if they have not complied with these Official Rules, or if the potential Grand Prize Winner cannot attend or participate in any portion of the prize, or declines a prize for any reason prior to award, such potential Grand Prize Winner may be disqualified and an alternate potential Grand Prize Winner may be selected. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available may be selected in a random drawing from among all persons making purportedly valid claims for such prizes. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. The Sweepstakes Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected, or unsuccessful efforts to notify the potential Grand Prize Winners.

SIX (6) GRAND PRIZES: Each Grand Prize Winner will receive the following "Grand Prize":

- One (1) three hundred fifty dollar (\$350) Nike® gift card;
- One (1) five hundred dollar (\$500) Dick's Sporting Goods® gift card;
- One (1) race-specific Nike® backpack; and
- One (1) Nike® Head To Toe Look (shoes, jacket and shirt).

The total approximate retail value ("ARV") of each Grand Prize is: One thousand three hundred dollars (\$1,300). The total ARV of all Grand Prize packages awarded in this Sweepstakes is: Seven thousand eight hundred dollars (\$7,800).

Gift cards and memberships are subject to the issuer's terms and conditions and any terms and conditions set forth on the card. Reference to third parties in connection with prizes 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.

ODDS: The odds of a particular entrant winning a prize depends on the total number of Entries received during the applicable Entry Period.

PRIZE RESTRICTIONS: Prizes are awarded "as is" with absolutely no representations or warranties of any kind, either express or implied, from Sponsor and/or Administrator. To the fullest extent permitted by law, Sponsor and/or Administrator disclaim any and all representations and warranties in connection with this Sweepstakes and any prize. Prizes are 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 prize provider's rules and restrictions, and in the event that Sponsor is unable to provide a Grand Prize Winner with their prize, Sponsor may elect to provide Grand Prize Winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. The Sweepstakes Entities are not responsible for and will not replace any lost, mutilated, or stolen prizes or any prize that is undeliverable or does not reach a Grand Prize Winner because of an incorrect or changed address. If a Grand Prize Winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited, and the Sweepstakes Entities will have no further obligation with respect to that prize or portion of the prize. No more than the stated prizes will be awarded. The Sweepstakes Entities are not responsible for, and a Grand Prize Winner will not receive the difference, in any, between the actual value of the prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or material. Limit of one (1) prize per person

All details of the Grand Prize will be determined by Sponsor in its sole discretion. Sponsor and/or Administrator reserve the right to substitute prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. **All taxes and other expenses, costs, or fees associated with the acceptance and/or use of the Grand Prize (not limited to federal, state, local and/or income taxes and travel and transportation costs associated with collecting the prize) are the sole responsibility of the Grand Prize Winner.** Each Grand Prize Winner may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Grand Prize Winner will be issued an IRS Form 1099 reflecting the actual value of the Grand Prize. In Administrator's sole discretion, Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected in accordance with these Official Rules from the remaining eligible Entries if selected Grand Prize Winner: (1) declines or cannot accept, receive or use the prize

for any reason; or (2) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof.

PUBLICITY: Except where prohibited by law, a Grand Prize Winner's acceptance of a Grand Prize constitutes permission for the Sweepstakes Entities, and each of their licensees, successors, assigns and sublicensees, the right and permission to use the Grand Prize Winner's name, hometown, likeness, biographical material, statements and other personally identifiable information for promotional, advertising, publicity and marketing purposes in connection with the Sweepstakes in any and all forms of media and by all manners (now and hereafter known) throughout the world, in perpetuity, without additional compensation, prize, incentive, consideration, notice, consent or review, except for the awarding of the Grand Prizes to the Grand Prize Winners; and except where prohibited by law, upon request, the Grand Prize Winner must provide written consent to such use.

RELEASE: By participating in the Sweepstakes, entrants agree to release, discharge, indemnify, defend and hold harmless the Sweepstakes Entities, and each of their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, attorneys, and agents (collectively, the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by: (1) entrants' participation in the Sweepstakes (including travel to/from any Sweepstakes activity); (2) any acceptance, possession, misuse or use of any prize (including, without limitation, losses, damages or injuries to entrant's or any other person's equipment or other property, or to their persons, including those arising from any travel to/from any prize event or activity); (3) the Released Parties' actual or alleged violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or claims of infringement of intellectual property; and (4) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize. Entrants further agree that Released Parties will have no liability whatsoever, and shall be held harmless by entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property or a potentially heightened risk of exposure to communicable diseases, viruses, bacteria or illnesses (including, without limitation, COVID-19) and the causes thereof, and sickness arising as a result of the entrants participating in the Sweepstakes and related activities, wherever, whenever or however the same may occur, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prizes (including any travel or activity associated thereto) or participation in this Sweepstakes, and entrants acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

TAMPERING: Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. The Released 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. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Sweepstakes, as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the Grand Prize Winner, including any such error as may give an erroneous indication that a prize has been won. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

GENERAL CONDITIONS: If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the Grand

Prize Winners from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor in its sole discretion. In the event Sponsors or Administrator is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Sponsor's or Administrator's control (each, a "Force Majeure" event), Sponsor and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation. If Sponsor or Administrator, in their sole discretion, elect to abbreviate the Sweepstakes as a result of a Force Majeure event, Sponsor and/or Administrator reserves the right to award prizes from among all the eligible Entries received up to the date of such Force Majeure event. Sponsor and/or Administrator also reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Sweepstakes is compromised, without liability to any entrant. In the event of any cancellation, termination or suspension, notice thereof will be posted at <https://www.eventlinkgroup.com/rules/>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION/LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of any other laws. The parties each agree to finally settle all disputes only through arbitration; provided, however, Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in Cook County, Illinois 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 Cook County, Illinois. 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 Cook County, Illinois. 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.

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), 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), 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.

NAMES OF WINNERS: The names of the Grand Prize Winners are available after November 12, 2025 and may be obtained by sending a self-addressed stamped envelope, for receipt no later than December 12, 2025, to: Winners List, Kia Movement That Inspires Sweepstakes c/o EventLink LLC, 780 Arthur Ave., Elk Grove Village, IL 60007.

ENTRANT'S PERSONAL INFORMATION: As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor to obtain and deliver their 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 entrant provides to Sponsor may be used to communicate with entrant in relation to this Sweepstakes or on a Sweepstakes winner's list. By entering the Sweepstakes, entrant acknowledges that Sponsor may use any personal information collected as part of the Sweepstakes Entry form in accordance with Sponsor's privacy policy, located at <https://www.kia.com/us/en/privacy>, and Administrator may use any personal information collected as part of the Sweepstakes Entry form in accordance with Administrator's Privacy Policy, located at <https://www.eventlinkgroup.com/privacy-policy/>.

SPONSOR: Kia America, Inc., 111 Peters Canyon Road, Irvine, CA 92606.

ADMINISTRATOR: EventLink Group LLC, 780 Arthur Ave, Elk Grove Village, IL 60007.

MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules or the affidavit/release will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the affidavit/release 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 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.