

OFFICIAL RULES

Q4 CADILLAC SOCAL RIDE AND DRIVE SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. Q4 CADILLAC SOCAL RIDE AND DRIVE SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 8:00 A.M. ("PT") ON OCTOBER 11, 2025, AND ENDS ON NOVEMBER 15, 2025, AT 11:59 P.M., PT (THE "PROMOTIONAL PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES.

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATE OF CALIFORNIA WHO, AT THE TIME OF ENTRY, ARE AT LEAST 21 YEARS OF AGE ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of General Motors LLC("Sponsor"), EventLink Group ("Administrator"), Jack Morton Worldwide, and their respective employees, parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator, 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.

TO ENTER: There are two (2) ways to enter the Sweepstakes during the Promotional Period, each with an equal chance of winning. There will be one (1) Grand Prize Sweepstakes winner to be determined by random drawing from all eligible Entries received during the Promotional Period.

VIA ONSITE: Visit one (1) of the Participating Locations from the chart below (locations and dates are subject to change) and visit the Cadillac display area at a Participating Location from the chart below during the hours at which the Cadillac booth is staffed and open for operation and complete an Official Entry Form, including the required contact information (first and last name, mailing address, phone number, and email address) and submit as directed ('On-site entry'). On-site entry will be accepted only during event operating hours of 10:00 a.m. to 6:00 p.m. PT on the dates listed for each Participating Location. Entries attempted outside posted event hours are void. No purchase or test drive is required to enter. Event dates and hours are subject to change. Winner need not be present to win.

Participating Locations:

Location	City, State	Dates
Irvine Spectrum Center	Irvine , CA	October 11 th to October 12 th , 2025
Fashion Island	Newport Beach, CA	October 18 th to October 19 th , 2025
Westfield Century City	Los Angeles, CA	October 25 th to October 26 th , 2025
The Collection River Park	Oxnard, CA	November 1 st to November 2 nd , 2025
Westfield Topanga	Canoga Park, CA	November 8 th to November 9 th , 2025

VIA MAIL-IN ENTRY: Alternatively, Entrants can enter the Sweepstakes during the Promotional Period by legibly hand printing their name on a plain piece of 3" x 5" paper, including their first and last name, complete street address (no P.O. boxes) including zip code, and daytime phone number and email address (if any), and mail it in an envelope with first class postage affixed to: "Q4 CADILLAC SOCAL RIDE AND DRIVE SWEEPSTAKES", c/o EventLink Group, PO Box 249, Spring Hill, TN 37174. ("Mail-In" entry). No mechanically reproduced entries will be accepted. No metered mail and one entry per postmarked outer mailing envelope. Multiple mail-in envelopes from the same person will be void beyond the single allowed

entry. Mail-In Entries must be post-marked by November 15, 2025, and received by November 22, 2025. Illegible or incomplete Mail-in entries are void.

Onsite and Mail-In entries are hereinafter referred to as "Entry" or "Entries."

LIMIT: THERE IS A LIMIT OF ONE ENTRY PER PERSON FOR THE ENTIRE SWEEPSTAKES, REGARDLESS OF METHOD OF ENTRY. In the event of a dispute as to the identity of an Entrant, the person named on the entry form (or on the 3" x 5" card) will be deemed the Entrant. 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. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned. Please also see the "Entrant's Personal Information" section below, of these Official Rules.

WINNER SELECTION: Administrator will randomly select one (1) potential Grand Prize Winner (the "Potential Grand Prize Winner") in a random drawing conducted on or about November 24, 2025, from among all eligible Entries received during the Promotional Period. Potential Grand Prize Winner will be notified by phone or email and will be required to respond to the notification within seventy-two (72) hours from initial contact indicating whether he/she can accept the prize. Potential winner will be notified by telephone and/or email at the contact information provided at the time of entry and must respond to the initial notification within [forty-eight (48) hours] of the time the notification is sent. In addition, potential winner will be required to complete, sign, and return an Affidavit of Eligibility, a Liability Release, and, where lawful, a Publicity Release (collectively, the "Winner Documents") within five (5) business days of the date Sponsor or Administrator sends the Winner Documents. If a potential winner fails to timely respond to the notification, fails to execute and return all required Winner Documents by the stated deadline, is found to be ineligible, or declines the prize, that potential winner will be disqualified and will forfeit the prize, without compensation, and an alternate winner may be selected from among the remaining eligible entries, time permitting. Sponsor and Administrator may, but are not obligated to, select up to [three (3)] alternates, time permitting, after which the prize may remain unawarded. Sponsor and Administrator are not responsible for suspended or discontinued wireless service which may result in a potential winner not receiving initial prize notification. Potential Winners will be required to complete, sign and return an affidavit of eligibility and liability and, except where prohibited, a publicity release within five (5) business days of prize acceptance. Potential Grand Prize Winner's guests must be at least 18 years of age as of the end date of the Sweepstakes, unless a child or legal ward of Winner, and may be required to complete, sign and return a liability release and, except where prohibited, a publicity release within the same time period. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the Potential Grand Prize Winner fails to execute and return the affidavit/release(s) within the specified time, or if he/she is otherwise ineligible to receive the Prize, even if the disqualified potential winner's name may have been publicly announced, that Potential Grand Prize Winner will be deemed ineligible and the prize will be awarded to an alternate selected at an alternate random drawing from all remaining eligible entries, time permitting. Subject to verification of eligibility and compliance with the terms of these Official Rules, the Potential Grand Prize Winner will be declared official Grand Prize Winner of the Sweepstakes. As a condition of being confirmed as the winner and receiving the prize, the winner must complete and return a valid IRS Form W-9 and provide a taxpayer identification number so that Sponsor can issue an IRS Form 1099 for the approximate retail value of the prize. Failure to provide a completed Form W-9 within the above-referenced time period will result in disqualification and forfeiture of the prize, and an alternate winner may be selected, time permitting. Unclaimed prizes will not be awarded.

PRIZE/ODDS: One (1) randomly selected Grand Prize Winner will receive the Q4 Cadillac SoCal Ride And Drive Sweepstakes prize, which includes:

- Three (3) day, two (2) night accommodations in a double occupancy room at Rosewood Miramar Beach located in Montecito, California as determined by Sponsor in its sole discretion;
- Resort credit of \$1,500 that can be applied towards food & beverage and spa on the property.

The Total Approximate Retail Value ("ARV") of the Prize package is: \$6,500.00.

No vehicle or test drive is part of the Grand Prize.

ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

GENERAL PRIZE RESTRICTIONS: Prize consists of a two-night stay for winner and one guest in a double-occupancy room at Rosewood Miramar Beach in Montecito, California, and a \$1,500 resort credit usable only for food, beverage, and spa charges posted to the room during the stay. Travel and transportation are not included. Winner must complete travel by April 1, 2026, or prize will be forfeited. Reservations are subject to availability, blackout dates, and hotel policies. Winner must comply with all hotel check-in requirements, including presenting a valid credit card for incidental charges. Resort credit has no cash value, is not transferable, and any unused portion will be forfeited. All elements of the Prize Package are subject to availability. Any difference between stated value and actual value will not be awarded. In the event Sponsor is unable to provide prize items, Sponsor reserves the right to substitute such portion of prize with a prize of comparable value, and the remainder of prize package will be awarded, and Sponsor and Administrator will have no further obligation to winner. Sponsor and Administrator and/or event's personnel/representative(s) reserve the right in their sole discretion to suspend or cancel the winner's and/or guest's attendance at event due to non-compliance with any security procedure or inappropriate behavior or misconduct. In the event winner elects to travel without a guest no compensation or substitution will be provided in lieu thereof. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless a child or legal ward of winner and must sign a liability/publicity release prior to issuance of travel documents, unless applicable law provides otherwise. If guest is a child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward.

All meals, taxes, gratuities, incidentals (including mini-bar and entertainment expenses), phone charges, air transportation, ground transportation that is not listed as a prize, baggage fees, and any other expenses not specifically identified in these Official Rules are the sole responsibility of the Winner. Winner must comply with all hotel check-in requirements, including but not limited to providing a major credit card for incidental expenses, and Winner and guest must have all necessary travel documents (e.g., photo identification).

Winner is fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). The Winner may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners will be issued an IRS Form 1099 reflecting the actual value of a Prize.

PUBLICITY: Except where prohibited by law, the acceptance of the Grand Prize constitutes permission for Sponsor and/or Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Grand Prize Winner must provide written consent to such use.

RELEASE: By participating, each entrant agrees, to the fullest extent permitted by law, to release and hold harmless Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective officers, directors, employees, agents, and representatives (collectively, the "Released Parties") from and against any and all claims, demands, causes of action, liabilities, losses, costs, or expenses arising out of or in any way related to the Sweepstakes or any prize, including, without limitation, participation in Sweepstakes activities or acceptance, possession, use, or misuse of any prize. Nothing in these Official Rules limits or excludes liability for willful or intentional misconduct, gross negligence, or for personal injury caused by a product to the extent such limitation is prohibited by law, and this release does not apply to claims that cannot lawfully be released.

LIMITATIONS OF LIABILITY: To the fullest extent permitted by law, the Released Parties are not responsible for: (a) late, lost, misdirected, damaged, garbled, incomplete, or illegible entries or communications; (b) any technical malfunctions of telephone networks or lines, computer online systems, servers, providers, or equipment; (c) software failures of any kind; (d) failed, incomplete, jumbled, or delayed computer transmissions; or (e) any other technical or human error that may occur in connection with the Sweepstakes. The prize is provided "as is" without any warranty, express or implied, other than any manufacturer's or service provider's written warranty that may apply. Sponsor disclaims any implied warranties of merchantability and fitness for a particular purpose to the extent permitted by law. In no event shall the Released Parties be liable for indirect, incidental, consequential, special, exemplary, or punitive damages, or for lost profits, even if advised of the possibility of such damages, except where such limitations are prohibited by law. Some jurisdictions do not allow certain limitations or exclusions of liability or of implied warranties; in such cases, the foregoing limitations or exclusions may not apply to you, and the liability of the Released Parties shall be limited to the smallest extent permitted by applicable law.

GENERAL CONDITIONS: Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. 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 reserves the right, at its sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner 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 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: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Los Angeles County, California (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

WINNER'S NAME: The name of the Grand Prize winner will be available after January 1, 2026, and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, Q4 CADILLAC SOCAL RIDE AND DRIVE SWEEPSTAKES, c/o EventLink Group, 780 Arthur Ave, Elk Grove Village, Illinois 60007, for receipt no later than February 1, 2026.

ENTRANT'S PERSONAL INFORMATION: By entering the Sweepstakes, you acknowledge that Sponsor and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Sponsor's privacy policy, located at <https://www.gm.com/privacy-statement.html>, and Administrator's Privacy Policy, located at <https://www.eventlinkgroup.com/privacy-policy/>.

SPONSOR: General Motors LLC, 12101 W. Olympic Blvd, Los Angeles, CA 90064.

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