

THE "NEXT BIG ADVENTURE" CONTEST ("CONTEST")

OFFICIAL RULES AND REGULATIONS

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW.

1. CONTEST PERIOD:

Contest begins on May 20, 2010 at 12:00:01 a.m. Eastern Standard Time (EST) and ends on August 3, 2010 at 11:59:59 p.m. EST (the "**Contest Period**").

2. ELIGIBILITY:

Contest is open to all legal residents of Canada who are over the age of majority in their province/territory of residence at the time of entry and who (at the time of entry): (i) hold a valid motorcycle licence at the highest level granted by your province/territory of residence; (ii) hold a valid passport which permits entrance to Chile and Peru and (iii) are insurable; except employees, contractors, representatives or agents (and those with whom such persons are domiciled) of Honda Canada Inc. (the "**Sponsor**"), its affiliated companies (and their respective dealers), its advertising/promotion agencies, prize suppliers and the Contest judges (collectively, the "**Contest Parties**").

3. HOW TO REGISTER:

No purchase necessary.

- (a) To register, visit a participating Honda Powerhouse dealer to sign up for your scheduled 'tryout' on a predetermined set course on which you will be required to complete an 'riding skills course' on a Varadero.
- (b) All participants who successfully complete the 'tryout' will be entered into the draw to win the trip.
- (c) A confirmation email will be sent out via the contest facilitator to confirm participants' entry.

Your tryout/registration must take place within the Contest Period May 20 to August 3, 2010. There is a limit of one (1) registration per person/email address permitted during the Contest Period. For greater certainty, you may only use one (1) email address to register for the Contest. If it is discovered that you attempted to register more than one (1) time, then you will be disqualified from the Contest. The Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible registrations.

4. HOW TO ENTER:

Once you have successfully completed the tryout / registered for the Contest (as outlined above), you will receive a confirmation email (the "**Email**") from the Sponsor confirming your entry.

During the 'Tryout', you will be required to complete a 'riding skills course' on a Varadero (5-10 minutes). Provided you successfully complete the tryout 'riding skills course' (as determined by a representative of the Sponsor in his/her sole discretion) you will receive one (1) entry in the random prize draw (see Rule 6 below). Only those who successfully complete the Tryout 'riding skills course' will be eligible to win.

5. THE PRIZES AND APPROXIMATE RETAIL VALUES:

There will be eight (8) Grand Prizes available to be won regionally as follows: two (2) in Ontario; two (2) in Quebec; two (2) in the Prairies (Alberta, Saskatchewan and Manitoba); one (1) in British Columbia; and one (1) in the Atlantic region (each a "**Region**").

Each Grand Prize will consist of one (1) round trip airfare (economy class) for the winner to Arica, Chile

from the international gateway airport in Canada nearest the winner's residence; use of a Honda Varadero motorcycle for 7 days (tentatively scheduled for September 4 – 11, 2010) for the purpose of travelling between Arica, Chile and Ollantaytambo Peru (return trip – 3 days each way); accommodation for six (6) nights (at hotels to be chosen by Sponsor in its sole discretion); all gas and motorcycle maintenance during the trip; one day of activities at Machu Picchu (includes a full day hike to the Inca village of Machu Picchu); and three (3) meals per day while on the trip. Approximate retail prize value of each Grand Prize is \$6500 based on a Toronto departure example, although the actual retail value may vary depending on the point of departure (the “**Grand Prize(s)**”).

Without limiting the generality of the foregoing, the following general conditions apply to each Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option); (ii) the Grand Prize trip will occur between September 4-11, 2010 (subject to change at sole discretion of the Sponsor) and winner must be able to travel on these specific dates otherwise the Grand Prize will be forfeited in its entirety; (iii) winner must: (a) have all necessary documentation to permit international travel (e.g. passport); and (b) not have any barrier to entry into Chile or Peru and must bring his/her own riding gear; (iv) the costs of everything not specifically stated above as included in the Grand Prize are the responsibility of the winner, including, without limitation, additional meals, gratuities, transportation to/from the international gateway airport in Canada, health and travel insurance and items of a personal nature; (v) if the winner does not utilize any part(s) of the Grand Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; (vi) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof it being understood that due to the nature of the Grand Prize trip, the itinerary may change at any time for reasons beyond the control of the Sponsor; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including without limitation, but solely at the Sponsor's sole discretion, a cash award; (vii) all travel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; and (viii) by accepting the Grand Prize, the winner agrees to waive all recourse against the Contest Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part. The Grand Prize will only be awarded to the entrant whose full name and valid e-mail address appears on the registration form.

6. THE WINNER SELECTION PROCESS:

On or around August 4, 2010 (the “**Draw Date**”) in Toronto, Ontario at approximately 3:00 p.m. EST, eligible entrants will be selected by random draw from among all eligible entries received during the Contest Period in each Region (as outlined above in Rule 5). The odds of winning depend on the number of eligible entries received in each Region. The Sponsor or its designated representative will make three (3) attempts to contact each selected entrant by telephone within ten (10) business days of the Draw Date. If the selected entrant: (i) cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then the selected entrant will be disqualified and the Sponsor reserves the right, in its sole discretion, to randomly select an alternate entrant from among the remaining eligible entries in the respective Region.

BEFORE BEING DECLARED A WINNER, each selected entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification the Sponsor's declaration and release, which (among other things): (i) confirms compliance with these Rules and acceptance of the Grand Prize as awarded; (ii) contains selected entrant's agreement to take part in the Grand Prize trip on the dates indicated by Sponsor (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Grand Prize or any portion thereof; and (iii) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor (including, without limitation, for the purpose of filming the Grand Prize trip) in any manner whatsoever, including print, broadcast or the Internet. If a selected entrant: (a) fails to correctly answer the skill-testing question; or (b) fails to

return the properly executed Contest documents within the specified time, or (c) cannot commit to take part in the Grand Prize trip on the dates indicated by Sponsor then he/she will forfeit the Grand Prize and the Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant ("Standby Entrant") from among the remaining eligible entries in the respective Region and the process will be repeated with the Standby Entrant until a winner is chosen, time permitting.

7. GENERAL:

All entries become the property of the Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries.

The Releasees will not be liable for any failure of any Kiosk and/or Website(s) during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Releasees will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

In the event of a dispute regarding who submitted an entry, entries will be deemed to have been submitted by the individual named on the entry form submitted at the time of entry, verified by valid provincial photo ID. A selected entrant may be required to provide proof that he/she is the individual that filled out the entry form and completed the tryout. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Contest facilitator.

The Sponsor reserves the right, subject to the approval of the Régie des alcools, des courses et des jeux ("Régie"), to withdraw or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any Kiosk and/or Website(s) or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, with the consent of the Régie, reserves the right to cancel or suspend this Contest, or to amend these Contest Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.honda.ca/HPower/Privacy?L=F>), unless the entrant otherwise agrees.

8. INTELLECTUAL PROPERTY:

All intellectual property, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned or licensed by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

9. LANGUAGE DISCREPANCY:

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and the French version of these Rules and/or disclosures or other statements contained in any Contest-related materials, including, but not limited to, the Contest registration form, or point of sale, television, print or online advertising, the terms and conditions of these Rules shall prevail, govern and control.

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