



NEW GENERATION MOBILE

REGULATION

THE COMPANY **NGM ITALIA SRL**, WITH HEADQUARTERS IN VIA LEONARDO DA VINCI N. 7, 56020 S. MARIA A MONTE (PI), ITALY, HAVING TAX NO./VAT CODE 01766550501 SIGNED IN THE COMPANY REGISTRATION OFFICE OF PISA WITH NO. 153321, ANNOUNCES THE FOLLOWING PRIZE COMPETITION CALLED "**NGM PHONE AND ROAD**" AND ASSUMES THE SAME TIME THE ROLE OF "SPONSORING COMPANY".

PERIOD From **2014/11/01** to **2015/10/31** **included** and drawing within **2015/11/11**.

VALIDITY AREA All over the Italian territory and in the Republic of San Marino.

RECIPIENTS All adult (over 18) users who buy a NGM HARLEY-DAVIDSON™ smartphone between **2014/11/01** and **2015/10/31**.
Anyone who has a collaboration and/or dependence relationship with the Sponsoring Company is excluded from participating. Also anyone involved in the organization and management of the competition is excluded from participating.

FUNCTION During the validity period, users wishing to participate in the competition must:

- connect to www.ngm.eu/harley-davidson;
- register for the contest by filling out the dedicated form (name, surname, tax code, telephone number, e-mail, date and number of the purchase receipt);
- enter the IMEI code of the purchased smartphone;
- accept (by flagging the box) the rules of the competition in all its parts;
- accept (by flagging the box) the clauses relating to the Italian Privacy Law.

Every participant can register the same smart phone only once.

The registration for the competition must be completed correctly no later than at 24:00 on day **2015/11/08**.

An draw between all participants will be carried out to assign the prizes indicated below.

The following will be drawn:

- 1 Name for prize A;
- 1 Name for prize B;
- further 3 names serve as reserve for the assignment of any A prize that has not been assigned or requested, in chronological order of drawing;
- further 3 names serve as reserve for the assignment of any B prize that has not been assigned or requested, in chronological order of drawing.

The draw will be carried out by the date indicated above in the presence of an official of the CCIAA of Pisa – Italy (art. 9 of the D.P.R. 2001 October 26th, n.430).

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C.F. e P.IVA 01766550501 – Cap.Soc. € 100.000,00 i.v. – C.C.I.A.A. Pisa – R.E.A. 153321 – Reg.Prod.AEE IT08020000003055

The drawn names (winners and reserves) will be notified via e-mail, at the e-mail address entered during registration **no later than on 2015/11/12**. Each winner must send an e-mail to marketing@ngmitalia.it following the instructions in the winning notification, no later than at 24:00 on **2015/11/17** (deadline), with the copy of the identity card or any valid document (front and back copy), copy of the tax code and of the proof of purchase (sales receipt/tax receipt or invoice) proving the correct matching of the data entered in the contest form.

In the event that no mail is sent within the deadline on **2015/11/17** (peremptory time limit) or if the sent documents' data do not match those inserted during registration, the competitor will be automatically excluded from winning. The prize will be assigned to the reserve in chronological order of drawing.

The company will proceed with the control of the match between the data entered in the registration form and the sent documents and confirm the prize assignment to the winners or eventually to the reserves **no later than on 2015/11/19** and will contextually communicate the ways to withdraw the prizes.

Internet connection costs depend on the data plan that customers have subscribed with the provider.

PRIZE

The prize consists of 2 types of awards:

PRIZE	Quantity	Unitary value Vat included	Total Vat included
A) Harley-Davidson®, Sportster® Forty-Eight® motorcycle model, with standard equipment	1	10.700,00 €	10.700,00 €
B) Original Harley-Davidson® leather jacket	1	300,00 €	300,00 €
Total prize pool			11.000,00€

The total value of the prize pool is **11.000€**, 22% Italian VAT included.

Any costs related to the withdrawal of the prize shall be borne by the winner of prize A). The costs of registration, IPT and the putting on road are borne by the Promoter.

PRIZE DELIVERY

Prize A) will be available within December 31st, 2015 at a dealer (located in the Italian Territory) whose details will be communicated to the winner, in order to arrange for the registration and then the withdrawal. Prize B) will be delivered by mail or courier to the address indicated by the winner, without additional costs, within 180 days from the conclusion of the event in accordance with the D.P.R. no. 430/2001 - article 1, paragraph 3.

Since the delivery of prize B) takes place through conveyors/forwarders (couriers, express couriers or mail), no responsibility is attributable to the Promoter or the Delegated Agency in the event of delivery of the prize with tampered, broken or ruined outer package. In case this happened, it should be determined immediately at the time of delivery and not after the signing of the delivery note of the prize. Therefore, the winner or whoever is responsible for the withdrawal of the prize, shall carefully check that the package of the prize

does not bear clear signs of tampering, breaks, or other that could suggest that the prize has been damaged fully or partially, and/or removed totally or partially prior to the signing of the delivery note. In case of reasonable doubt, the winner has the right to reject the Prize with written justification or to withdraw the Prize subject to verification. The "subject to verification" clause must be clearly indicated on the delivery note.

LOCATION

It should be noted that the server that collects and manages the data relating to the competition is located on Italian territory.

ADVERTISING

The competition will be advertised on the Internet sites www.ngm.eu, www.ngm.eu/harley-davidson and connected Social Networks. In addition, it will be promoted by Radio, in the selling points with POP material, on the phone package, by press and digital campaigns.

FACULTY OF COMPENSATION

By Article 30 of the Italian D.P.R. n. 600 of date 73/09/29 , the Sponsoring Company declares that it will not exercise the right of compensation against the winners of the prizes.

VARIOUS

Participation demands from the consumer the unconditional and total acceptance of all rules and clauses contained in this regulation, without limitation.

The Sponsoring Company complies to the Italian legislative decree n. 196/2003 for the collection of personal data.

The Sponsoring Company assumes no liability for any access problem, obstacle, dysfunction or difficulty regarding the telephone line, the transmission, connection, shipment errors or any cause of any other kind that is outside of the control of the Sponsoring Company itself.

Prizes are neither exchangeable nor convertible into money and no right is given to the consumer to get the opportunity, with or without the addition of money, to receive a different prize. However, in case the Promoter is unable to provide the won prize, the company reserves the right to substitute the announced prizes with prizes of equal or greater value (circular 2002/03/28 point 9.6). Winners may not require any compensation for any damage resulting from the acceptance and/or use of the prize.

The non-acceptance by the winner and the reserves will waive the right to the prize and the Promoter will proceed with the devolution to the non-profit organization.

Within the operations of communication and/or advertising related to this contest, NGM Italia Srl may use the name, surname, the picture and the witness of the winners on any media support and the winners will not have the right to require any kind of payment for this.

Any user who, according to the sole judgment of the Sponsoring Company, has become a winner with means and instruments judged as suspicious, fraudulent or in violation of the normal course of the initiative, will not be able to enjoy the prize won. The Sponsoring Company reserves the right to proceed, in the most appropriate terms and in accordance to the laws in force, to limit and inhibit any initiative devised to circumvent this system.

DISPUTES

Any dispute of the present prize contest that is not competency of the Ministry of Economic Development, will be forwarded to the competent court of jurisdiction based on NGM ITALIA SRL company's registered office.

**NON PROFIT
ORGANIZATION**

Any non required or not assigned prizes, other than those rejected, will be donated to: MOVIMENTO SHALOM ONLUS Via Carducci 4 – 56027 San Miniato (PI)- Italy, P. IVA 91003210506.