

MOTOR AGE TOP SHOPS CONTEST

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

Top Shops (the "Contest") begins on June 2, and ends on August 29, 2014 ("Contest Period").

ELIGIBILITY: Entries will only be accepted from an individual owner of a professional auto repair shop or from an individual entering on behalf of the company that owns a professional auto repair shop located within the 50 United States or the District of Columbia. Individual owners of, or individuals entering on behalf of, nationally recognized chain stores are not eligible, as determined by Sponsor, in its sole discretion. Entrants must be legal residents of the 50 United States or the District of Columbia and at least 21 years of age or older. Any company that owns an eligible professional auto repair shop must be legally organized under the laws of the United States. Employees of Advanstar Communications Inc. dba Motor Age ("Sponsor"), and each of its parent, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. An eligible minor should have his/her parent's or legal guardian's permission to enter. Void where prohibited by law. Contest is subject to all applicable federal, state and local laws.

Limit one (1) entry per eligible professional auto shop. Multiple entries received from any professional auto repair shop after the first entry received from such professional auto repair shop will be void. An entrant is responsible for ensuring entry is received by Sponsor undamaged. All entries become the sole property of Sponsor and will not be returned. Each entry must be entrant's own original work, be in English, true and verifiable, be in keeping with the Sponsor's image and may not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right to void any entry it deems in its sole discretion to be offensive or inappropriate, not in keeping with Sponsor's image or that is otherwise not in compliance with these Official Rules.

Subject to the eligibility and other requirements herein, previous winners of a prior Top Shops may enter the Contest.

HOW TO ENTER:

1. Download this from the Motor Age website.
2. Complete your company profile and answer the nine areas of interest.
3. Provide the appropriate photographs of your shop.
4. Submit the above to us (address provided below) by **August 29, 2014**

Note: Submit your entry via electronic media – for example, CD, DVD or USB flash drive (paper submissions will not be accepted). DO NOT SUBMIT any printed marketing or business materials.

The following information (Steps 1 through 4) should be completed by downloading this entry form available on the Motor Age website.

STEP 1 - COMPANY PROFILE:

Please answer the questions below (This does not count for your overall word count in your essay that we ask for below, and all questions must be answered). **This profile should be submitted in a Microsoft Word file.**

- a. Name of Business:
- b. Owner(s) Name(s):
- c. Main Location:
- d. Number of Locations:
- e. Years in Business:
- f. Number of technicians, their certifications and how long each has worked for you:
- g. Total number of employees (including office staff):
- h. Sq. footage of shop(s):
- i. Number of bays per shop:
- j. Number of customer vehicles per week at main location: _____ Number at all locations combined: _____
- k. Average weekly repair ticket:
- l. Annual gross revenue for your main location: _____ Annual gross revenue for all locations combined: _____
- m. Social media usage: _____ Twitter handle _____ Facebook page

- n. Program Group affiliation (if applicable): _____ If you are a group member, please tell us how many years: _____
- o. Other affiliations (AAA, ASA, BBB, etc. if applicable): _____ If you are a member, how many years: _____
- p. Contact e-mail for the shop owner(s).

Please note: Any information provided about your company may be used in a profile about your company viewable to the general public.

STEP 2 – BUSINESS APPROACH:

Entries will be judged on information provided in the following categories. Please answer the questions below offering as much information and as many examples as possible, but please limit descriptions of each category to **150 words**. All entries should be **submitted in a Microsoft Word file**. It will not be judged on spelling and punctuation, but it must be typewritten in English. Handwritten essays and essays submitted in any other language will be disqualified.

All of the following must be answered for consideration.

1. Experience – Please tell us the following information: How you came to own the shop, what training/education you have in both automotive and business and what your current role in the shop is.
2. Training & Education – Describe all training and educational programs and opportunities to you offer to and require of employees. What incentive programs do you have in place for employees?
3. Shop management – What shop management procedures are in place and tools used to increase productivity? How have you delegated responsibilities to other employees? What is your succession plan?
4. Marketing – What are some unique marketing efforts you utilize? Describe unique merchandising techniques, events and services you offer.
5. Social media plans – How do you implement social media (Facebook, Twitter, etc.) in your marketing plans? What is your shop's Twitter handle and how is your shop listed on Facebook?
6. Website presence – What is your website address? Do you utilize search engine optimization, Google Ad Words or any other service? What message do you convey to your customers? (Please note that judges will look at your website for more information).
7. Aftermarket involvement – What associations in the aftermarket are you a member of and for how long? What industry events do you take part in? Have you received any industry recognition?
8. Community activity – What services does the shop participate in or provide to give back to the community? Please explain differences in those you participate in individually and those that represent the shop.
9. Technical offerings – How do you work with your technicians to purchase new equipment? How often do you purchase new tools, and what budgeting plans are in place to make purchases happen?

STEP 3 - VISUAL TOUR: Now take us on a "visual tour" of your shop by submitting representative photographs of your main location (if you have more than one location).

Required – Photography tour of no more than 25 photographs.

1. Start at the front of your building and show us your shop from various angles of your building and property (make sure to include your street sign)
2. Now progress through the front door and shoot the following:
 - a. Customer Service Counter
 - b. Parts Counter (if applicable)
 - d. Backroom storage
 - e. Retail area (if applicable)
 - f. Customer waiting area
 - g. Rest rooms
 - h. Service bays
 - i. Employee lounge/area
 - j. Office
 - k. Special areas (car rental, classroom/training, detailing, etc.)

Note: Every photo must include a number or label **AND** a caption describing what's being shown. Please make sure to include employees' names, titles and what they are doing. For example, "John Smith, Lead Technician, performs an engine diagnosis on a 2001 Maxima."

Note: **Photographs must be submitted in a high-resolution digital format at least 300 dpi. We accept .tif, .jpg or .gif files.** Professional photographs are not required.

3. Please provide a group photo of your entire team with all people **clearly identified**.

Note: Please include shots of all of the above when not occupied, plus action shots of the office, the customer service counter and, especially, the service bays.

Optional –Video tour

1. Repeat the photography tour except with a video camera (please limit this to three minutes)
2. Provide a short video statement explaining one thing about your business you're most proud of (please limit this to one minute)

Note: Video must be submitted as follows:

Acceptable formats: Windows Media, Flash (with video data rate of 1800Kbs or above, and audio at 44Khz or above and bit depth of 16bit or above.

Preferred formats: Quicktime – mpeg4, h.264, mpeg2 (with video data rate of 1800Kbs or above, and audio at 44 KHz or above and bit depth of 16bit or above).

STEP 4 - SUBMISSION DIRECTIONS: Photographs, essay and video should be combined on one disc or memory device and mailed to Sponsor:

Motor Age Top Shops Competition
c/o Motor Age Contest Administrator
24950 Country Club Blvd.
Suite 200
North Olmsted, OH 44070

Deadline for submission is August 29, 2014.

Make sure to include the writer's and photographer's name(s), name of the shop, name of the owner of the shop, full mailing address, daytime phone number (with area code) and e-mail address in the submission.

JUDGING: All eligible entries received by Sponsor will be judged by a panel of qualified judges equally on the following criteria: originality, practical business sense and creativity to determine the top ten (10) highest scoring entries, as determined by Sponsor in its sole discretion. In the event of a tie, an additional, "tie-breaking" judge will determine the winner(s) from among such tied entries based on the criteria listed herein. Sponsor reserves the right to not award all prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. Judges' decisions are final and binding on all matters relating to this Contest.

WINNER NOTIFICATION: Potential winners will be notified by telephone, mail and/or e-mail Potential winners (or, if a company, a representative authorized to act on company's behalf) will be required to execute an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within fourteen (14) days of date appearing on prize notification. Return of prize or prize notification as undeliverable, failure to execute and return requested documentation within fourteen (14) days of date of issuance, or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner up.

PRIZES: One (1) Grand Prize. The name of the Grand Prize winner and his/her shop will be featured in a story in the December 2014 issue of Motor Age and included in online features on the Motor Age website. The Grand Prize winner will receive a winner's wall plaque that includes the feature story. Approximate retail value: \$150.

Nine (9) First Place Prizes: The names of the nine First Place winners and his/her shop will be featured in a shop profile in the Top Shop section of the December 2014 issue of Motor Age, an online profile of their shop will be included on the Motor Age website. Each First Place winner will receive a wall plaque recognizing them as a 2014 Top Shop. Approximate retail value ("ARV"): \$110 each. Total ARV of First Place Prizes: \$990.
Total ARV of all prizes: \$1,140.

All prize details will be at the sole discretion of Sponsor. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. If Sponsor is unable to provide the opportunity for each winner and his/her/its shop to be featured in an article created by Sponsor featuring the Top Shops that will be appear in the December 2014 issue of Motor Age and/or accompany the December 2014 issue, no compensation or substitution will be provided, however, remainder of prize package will be awarded. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on a prize as well as any other costs,

fees, and expenses associated with acceptance and use of a prize not explicitly stated herein as being awarded are the sole responsibility of the winners.

OWNERSHIP/USE OF ENTRY: By submitting an entry, entrant agrees Sponsor shall own the entry submitted (including the photographs, essay and video and all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the entry and all elements of such entry, including, without limitation, the names, likenesses, trademarks and logos of any persons or locations embodied therein, in any and all media now known or not currently known (including in Motor Age), throughout the world in perpetuity without compensation, permission or notification to entrant or any third party.

GENERAL: By participating, each entrant agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, and its parent, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize or the use of any rights granted herein; and (c) to the use of his/her name, company name, city and state of residence, trademarks, logos, photographs, image, likeness and/or entry (photographs and essay) for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

The Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in connection with the Sweepstakes.

Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, inaccurate, illegible, undeliverable, destroyed or stolen entries or mail; or for any technical, typographical, printing, human or other errors or problems relating to or in connection with this Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes or in any Contest related materials. Sponsor may disqualify anyone (and void his/her entry) from participating in the Contest or winning a prize if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives or is in violation of these Official Rules. ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel or suspend the Contest should tampering, unauthorized intervention, fraud, or any other causes corrupt the administration, security or proper play of the Contest and, if terminated, at its discretion, judge all non-suspect, eligible entries received up to time of such impairment using the judging procedure outlined above.

PRIVACY POLICY: Sponsor's privacy policy may be found at www.searchautoparts.com. That privacy policy discloses what information Sponsor collects and how it is used, which includes the entry information provided by Entrant hereunder. Such use includes without limitation a) sharing Entrant's name and contact information with Sponsor's affiliates and partners and third parties licensed to access that information by any of the foregoing and b) renting lists compiled from the entrant's entry information (including e-mail addresses) gathered from this giveaway and/or the applicable Advanstar or its affiliates' website. By entering this giveaway, entrant signifies its acceptance of the terms of Sponsor's Privacy Policy.

Request for Winners' Names: For a list of winners (available after October 31, 2014) send a hand-printed, self-addressed, stamped, envelope by November 30, 2014 to: Top Shops Contest Winners, c/o Motor Age Contest Administrator, 24950 Country Club Blvd., Suite 200, North Olmsted, OH 44070.

Sponsor: Advanstar Communications Inc., Great Northern Corporate Center II, 24950 Country Club Blvd., Suite 200, North Olmsted, OH 44070.