

INNOCEAN GENESIS ENTER FOR A CHANCE TO WIN SWEEPSTAKES
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY:** The GENESIS ENTER FOR A CHANCE TO WIN SWEEPSTAKES (the "Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older as of date of entry, and who are in attendance at the New York International Auto Show at the Jacob K. Javits Center between April 3, 2026 and April 12, 2026 (the "NY Auto Show"). Employees, officers and directors of Genesis Motor America ("Sponsor"), Mozeus Worldwide, Innocean Worldwide Americas, Realtime Media LLC ("Administrator") and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, "Sweepstakes Parties"), their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Sweepstakes. By participating, you agree to these Official Rules and to the decisions of the Sponsor, which are final and binding in all respects. Void in any state not listed above and where prohibited by law, rule or regulation, including Puerto Rico, the U.S. Virgin Islands, and U.S. Military Installations. All federal, state and local laws and regulations apply.
- 2. TIMING:** The Sweepstakes begins on April 3, 2026, and ends on April 12, 2026, and is only open during public NY Auto Show hours (the "Sweepstakes Period"). NY Auto Show dates are subject to change. The computer clock of the Sponsor is the official time-keeping device in the Sweepstakes.
- 3. HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, visit the Genesis booth at the NY Auto Show, during public hours and follow the on-screen instructions found on the "Chance-To-Win" kiosks. Entrants will be required to complete and submit the official entry form by providing their true and correct information in the required fields (required fields include: Full Name, Full Address, Phone Number and Email Address) and answer each of the survey questions presented to receive one (1) entry into the Sweepstakes.

There is a limit of one (1) entry per person throughout the Sweepstakes Period. Multiple or duplicate entries will be disqualified. Sponsor is not responsible for and shall not be liable for: (i) errors of any kind whether mechanical, human or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes or the processing of entries; (ii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; or (iii) any printing, typographical, human, administrative or technological errors in any materials associated with the Sweepstakes.

- 4. SWEEPSTAKES DRAWING/ODDS:** On or around April 13, 2026, the Administrator will conduct one (1) electronic, randomized drawing from among all eligible entries received during the Sweepstakes Period to select the potential winner. Odds of winning the prize depend on the total number of eligible entries received during the Sweepstakes Period.
- 5. WINNER NOTIFICATION:** The potential winner will be notified by email within three (3) business days of winner selection or as soon as reasonably practicable. Potential winner will have five (5) days to respond to winning notification before forfeiting their prize. The potential winner will be sent a Declaration of Eligibility/Liability Release ("Declaration") via email. All forms must be completed, signed, and returned to Administrator within five (5) days of date of issuance. Potential winner becomes the "winner" only after verification of eligibility by Sponsor. If the potential winner cannot be contacted within a reasonable time period, if potential winner is ineligible, if any notification is returned as undeliverable,

or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and an alternate winner will be selected from among all remaining eligible entries.

If the potential winner is under the age of majority in their state of residence (which is eighteen [18] in most states but is nineteen [19] in Alabama and Nebraska) a parent or legal guardian may be required to also sign the Declaration in order for the winner to be qualified to receive their prize.

6. PRIZE/PRIZE RESTRICTIONS: One (1) prize is available in the Sweepstakes, consisting of:

One (1) trip for the winner and one (1) guest to attend the 2026 World Endurance Championship (WEC) event in Austin, Texas (the “Event”), scheduled to take place September 4–6, 2026 at Circuit of the Americas. The prize includes: (i) Round-trip coach-class airfare for the winner and one (1) guest between a major commercial airport near the winner’s residence and Austin, Texas; (ii) Four (4) days / three (3) nights hotel accommodations in Austin, Texas (one standard double-occupancy room); (iii) Ground transportation between the airport and hotel and between the hotel and the Event; (iv) Two (2) event tickets to the Event (total ARV up to \$200); and (v) One (1) \$800 prepaid card for meals and incidental expenses.

The approximate retail value (“ARV”) of the prize is \$4,154.95 USD.

PRIZE RESTRICTIONS: The actual value of the Prize may vary depending on point of departure, point of arrival, fluctuations in the cost of air transportation, and fluctuations in the cost of hotel accommodations. Any difference between the actual value of the Prize and the stated approximate retail value (“ARV”) will not be awarded. Travel must be taken in connection with the 2026 World Endurance Championship (WEC) event scheduled to take place September 4–6, 2026 at Circuit of the Americas in Austin, Texas. Winner and guest must travel on the same itinerary. If the winner resides within a reasonable distance of Austin, Texas, as determined by Sponsor in its sole discretion, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. The winner and guest are responsible for having valid government-issued identification as required for air travel. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel routes, select hotels, and determine all other aspects of the Prize in its sole discretion. The winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals not specified as part of the Prize, and any other incidental costs or expenses related to participation in the Prize. If the winner elects to take part in the Prize with no guest, no additional compensation will be awarded in lieu of the unused prize components. Once a guest is selected, he/she may not be substituted except in Sponsor’s sole discretion. The guest may be required to sign and return a travel liability release prior to travel arrangements being confirmed. Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Prize. No changes will be made to travel details once any element of the travel arrangements has been booked, except at Sponsor’s sole discretion. The winner may be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to that credit card. Any damage to the room will be the responsibility of the winner.

Sponsor bears no responsibility if any event, element, or detail of the Prize is canceled, postponed, or becomes unavailable for any reason whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers, or any other persons providing prize-related services or accommodations. Sponsor is not liable for any missed prize events or expenses incurred as a consequence of flight cancellation or delay or ground transportation delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other Prize element except at the sole discretion of Sponsor. Should any event, element, or detail of the Prize become unavailable, Sponsor shall have no obligation to the winner aside from providing the remaining portion of the Prize, minus any unavailable event, element, or detail.

Prize components will be awarded only upon winner redemption, confirmation, verification, and final approval by Sponsor. No substitution, transfer of any prize or cash alternative permitted, except by

Sponsor who reserves the right, in its sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. Sweepstakes Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prize components.

In no event will more than one (1) prize be awarded. If, for any reason, more than one (1) prize notification is sent (or more than one [1] claim is received), Sponsor reserves the right to award the intended prize through a random drawing from among all eligible prize claims received.

PRIZE IS AWARDED “AS IS” WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SWEEPSTAKES PARTIES. ALL PRIZE DETAILS ARE AT SPONSOR’S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNER’S SOLE RESPONSIBILITY.

- 7. GENERAL:** The winner hereby expressly grants to the Sweepstakes Parties and their respective designees all rights to use and publish his/her name, likeness (photographic or simulated), voice, state of residence, and other biographical information for all purposes, including without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes (“Advertising”), in any and all media now or hereafter devised, worldwide in perpetuity, without any form of notice or any amount or kind of compensation or permission, except where prohibited by applicable law. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner’s name, likeness or voice under contract, tort, or any other theory of law. The Sweepstakes Parties do not assume any responsibility for any disruption in the Sweepstakes, including but not limited to the failure or interruption or any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. All decisions as to these Official Rules and interpretations thereof are exclusively within the sole discretion of the Sweepstakes Parties and may be changed from time to time without notice. In the event the Sponsor 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, 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, provincial or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor’s control (each a “Force Majeure” event) the Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without notice or further obligation. A potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. If, in Sponsor’s sole determination, a dispute cannot be resolved, the entry will be deemed ineligible. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, garbled, or corrupted are void and will not be accepted.
- 8. CONDUCT:** By participating in this Sweepstakes, you agree to be bound by these Official Rules and the decisions of the Sweepstakes Parties, which shall be final, binding, and non-appealable in all respects. Failure to comply with these Official Rules may result in disqualification. The Sweepstakes Parties reserve the right at their sole discretion to disqualify any individual found to be tampering with the participation process or the operation of the Sweepstakes, or to be acting in any manner deemed by the Sweepstakes Parties to be in violation of the Official Rules, or to be acting in any manner deemed by the Sweepstakes Parties to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person and void all associated Entries and/or registrations. CAUTION: ANY

ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

- 9. LIMITATIONS OF LIABILITY:** The Sweepstakes Parties assume no responsibility or liability for (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries or registrations at any point in the operation of this Sweepstakes; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (e) inaccessibility or unavailability of the Internet or any website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, social networking posts, or registrations, the announcement of the prizes, or in any other Sweepstakes-related materials; or (f) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Sweepstakes Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Sweepstakes Parties will award the prizes from among all non-suspect, eligible entries received for the Sweepstakes up to the time of such action.
- 10. RELEASES:** All participants, as a condition of participation in this Sweepstakes, agree to release, hold harmless and indemnify the Sweepstakes Parties, jointly and severally, from and against any and all liability, claims, damages, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with (i) participation in any aspect of the Sweepstakes, (ii) the receipt, ownership or use of the prize awarded, including any travel associated with any prize, (iii) participant's registration material on any related website, or (iv) any typographical or other error in these Official Rules.
- 11. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and Administrator in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of California or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of California. Any action seeking legal or equitable relief arising out of or relating to the Sweepstakes or these Official Rules shall be brought only in the courts of the State of California. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 12. PRIVACY:** By entering the Sweepstakes, you acknowledge that the Sponsor may use any personal information collected as part of the Sweepstakes entry form in accordance with Sponsor's Privacy Policy, and you agree to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://www.genesis.com/us/en/my-privacy-rights.html>. In the event of any discrepancy

between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

13. TAX INFORMATION: All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the winner. A 1099 tax form (preceded by a W9 Form) will be issued to the winner.

14. WINNER LIST: To receive the listing of the name of the winner, send a #10 self-addressed, stamped envelope for receipt by June 26, 2026 to: GENESIS ENTER FOR A CHANCE TO WIN SWEEPSTAKES - Winner List Request (12563), c/o Realtime Media, 2460 General Armistead Ave., Suite 209, West Norriton, PA 19403.

SPONSOR: Genesis Motor America, 10550 Talbert Ave., Fountain Valley, CA 92708.
<https://www.genesis.com/us/en/genesis.html>

ADMINISTRATOR: Realtime Media LLC, 2460 General Armistead Ave., Suite 209, West Norriton, PA 19403.