

OPENLANE

**Big.Easy.
Wholesale.**
Sweepstakes



We are bringing some incredible prizes to the Big Easy for OPENLANE's **Big. Easy. Wholesale. Sweepstakes** during NADA 2025, offering a variety of great travel packages and experiences.

Take a look at the fantastic travel packages being offered.

Interested in entering the sweepstakes?

Stop by the OPENLANE Booth at NADA, meet with our team, and you're in!

Want to increase your odds of winning?

Chat with our team at the booth and they'll show you how.




Not attending?


Check out the Ts & Cs to see how you can get in on the fun.



Riviera Maya

Mexico

-  **First-Class Round-Trip Airfare for two on Delta Airlines**
-  **Enjoy a 5 Night Stay at the Top Rated UNICO 20°87° Hotel Riviera Maya**
 - **Adults Only/All Inclusive Resort**
 - **Ocean View, One Bedroom Suite**
-  **Private Transfers, roundtrip from the airport to your resort**
 - Sunset Sailing
 - Private Tulum Cenote and Lunch
 - Full Day Driver with SUV
 - Half Day Fishing Charter
 - \$500 Excursion Credit
 - The booking services of a professional travel agent

 Must have a passport with 6+ months of validity beyond the return date of the trip.
Travel must be completed before 12/31/2025.



Napa Valley

California

 **First-Class Round-Trip Airfare for two on United Airlines**

 **Enjoy a 7 Night Stay at the five-star Andaz Napa, by Hyatt**

- King Loft accommodations
- Separate living room
- Stocked minibar
- Breakfast included

 **SUV Rental Car**

Private 6-hour customizable tour of Napa and Sonoma

\$2,500 food and beverage allowance

The booking services of a professional travel agent


 Travel must be completed before 12/31/2025.



Aspen

Colorado

 **First-Class Round-Trip Airfare for two on Delta Airlines**

 **Enjoy a 7 Night Stay at the highly acclaimed The St. Regis Aspen Resort**

- King bed accommodations
- Mountain view
- Balcony
- Breakfast included

 **SUV Rental Car**

Private bike or hiking tour of Aspen

\$2,500 food and beverage allowance




The booking services of a professional travel agent

 **Travel Dates:** June – September 2025



2025 Ryder Cup

Long Island, New York

-  **First-Class Round-Trip Airfare for two on Delta Airlines**
-  **Enjoy a 3 Night Stay at Hyatt Place Chelsea**
 - On-site concierge services
 - Ryder Cup 2-day Ticket
 - Long Island Railroad from New York to Bethpage
 - Breakfast included
-  **\$2,500 food and beverage allowance**
The booking services of a professional travel agent

 **Travel Dates:** September 26 – 29, 2025



2025 Grand Prix

Miami, Florida

- ★ Turn 1 Grandstand Shaded Package for two, stadium club level: complimentary bar service, lounge seating, concessions
- ✈ First-Class Round-Trip Airfare for two on Delta Airlines
- 🏠 Enjoy a 4 Night Stay at the five-star W Miami (a Marriott property)
 - King bed
 - 24-hour room service
 - Mini bar
- ⊕ \$2,500 food and beverage allowance
- The booking services of a professional travel agent

📅 **Travel Dates:** May 1 – 5, 2025

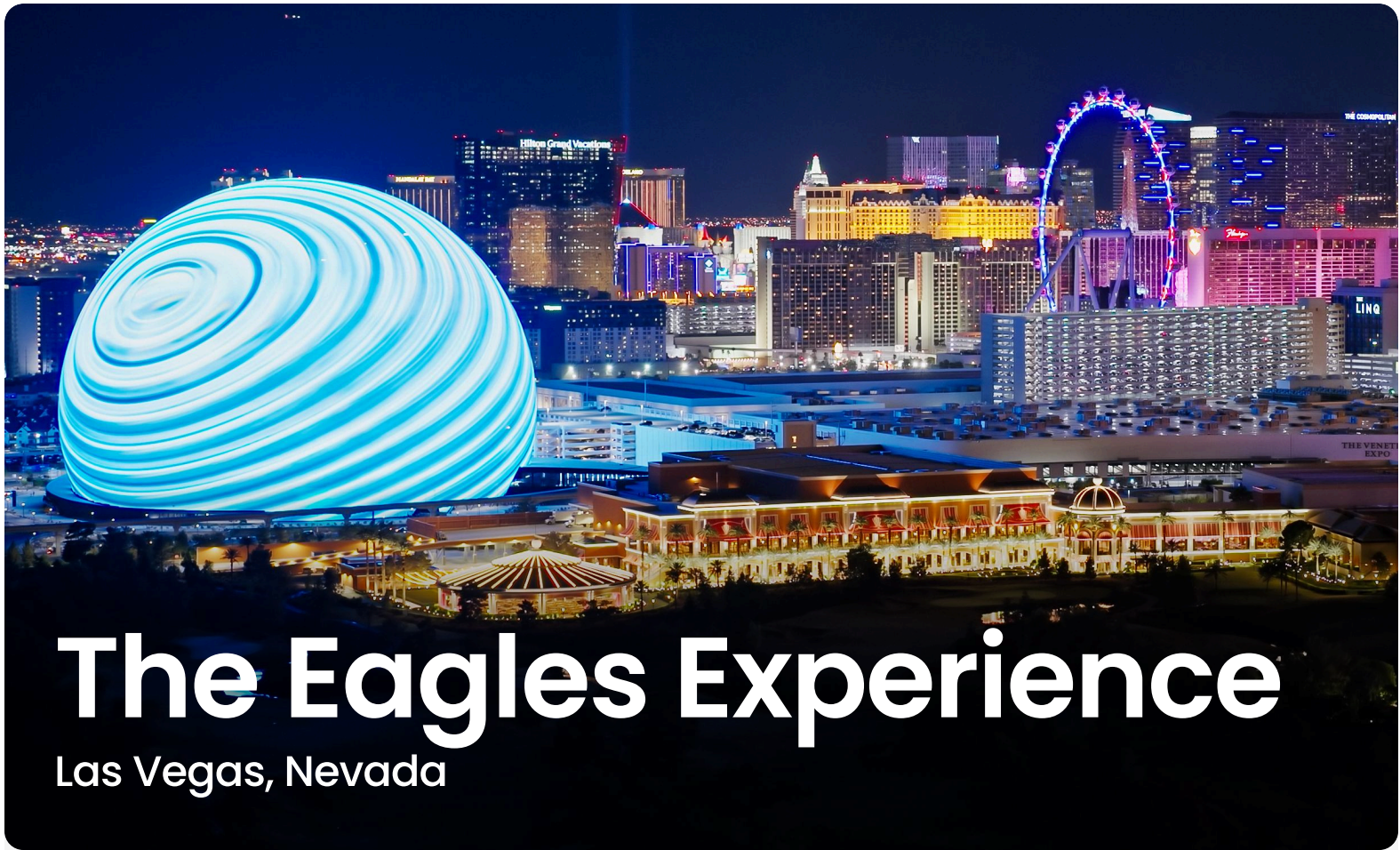


2025 US Open Finals Weekend

New York

- ★ Official 2025 US Open Tickets for 2 days for Finals Weekend
 - Daily roundtrip motorcoach transfers from hotel to Flushing Meadows Park
- ✈ First-Class Round-Trip Airfare for two on Delta Airlines
- 🏠 3 Night Stay at the InterContinental New York Barclay
 - In the heart of New York City, a classic room with Park Avenue feel
 - Amenities include mini bar, room service, coffee maker
- ⊕ \$2,500 food and beverage allowance
 - On-site tour host
 - The booking services of a professional travel agent

📅 **Travel Dates:** September 5 – 8, 2025



The Eagles Experience

Las Vegas, Nevada

- ★ VIP Tickets to The Eagles Experience at The Sphere
- ✈ Comfort+ Round-Trip Airfare for two on Delta Airlines
- 🏠 4 Night Stay at the Top Rated The Venetian Resort
 - Luxury Queen Suite, City View
- ⊕ Pre-show dinner
- Gondola Ride
- The booking services of a professional travel agent

📅 **Travel Dates:** March/April 2025

OPENLANE's BIG. Easy. Wholesale. Official Promotion Rules

BacklotCars Inc.'s dba OPENLANE ("OPENLANE") Official Promotion Rules and Legal Disclaimer

Introduction

By entering into the OPENLANE's BIG. Easy. Wholesale Promotion (the "Promotion"), each eligible participant ("Participant") agrees to abide by these Official Promotion Rules and Legal Disclaimer and the decisions of OPENLANE ("Promoter"), such decisions which are final and binding in all respects.

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OF PROMOTER'S PRODUCTS OR SERVICES DOES NOT ENHANCE CHANCES OF WINNING.

Eligibility

To be eligible for this Promotion, Participant must: 1) be a licensed vehicle dealer in the United States; 2) have accepted OPENLANE's Terms and Conditions, which are incorporated herein located at app.openlane.com; and 3) maintain an OPENLANE US account in good standing during the Promotional Period. The Promotion is open solely to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of entry. Employees, officers, directors or agents of Promoter or any of Promoter's partners, related companies, agencies or agents, as well as the immediate family (defined as spouse, parents, siblings, children and grandparents) and same household members of any such employee, officer, director or agent, are not eligible to participate. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law.

Entry Period

The Promotion begins on January 16, 2025, and ends on January 25, 2025 ("Entry Period"). All entries must be received by the end of the Entry Period to be eligible for the drawing, except for Entry Method 3, which must be postmarked by January 16, 2025 and received by January 22, 2025.

How to Enter

During the Entry Period, eligible Participants may enter the Promotion through one of the following three methods ("Eligible Entries"):

Entry Method 1: Eligible Participant will receive one (1) Promotion entry upon scanning their NADA conference badge at the OPENLANE booth during the Promotional Period. Limit one (1) entry per Eligible Participant.

Entry Method 2: Eligible Participant will receive one (1) Promotion entry upon posting photo to social media at Promoter's booth at NADA Show with hashtag "#NADAShow" and location tag "@OPENLANEUS" or "@OPENLANE" during the Promotional Period. Limit one (1) entry per Eligible Participant.

Entry Method 3: Eligible Participant will receive one (1) Promotion entry via mail by legibly hand-printing, on a 3"x 5" card or paper, their full name, complete mailing address, phone number, and e-mail address, and mailing the card in a #10 envelope, with proper postage affixed, to: "OPENLANE's BIG. Easy. Wholesale Promotion," OPENLANE Marketing, 11299 N. Illinois Street., Ste. 500, Carmel, IN 46032. Entries must be complete to be eligible. All mail-in entries must be postmarked by January 16, 2025, and received by January 22, 2025. Each Envelope must be mailed individually. Bulk shipments of entries will not be accepted. Limit one (1) entry per Eligible Participant.

Any attempt by a Participant to obtain additional entries by using multiple/different identities, or any other methods, will void that person's entries and may result in disqualification from the Promotion. Compliance with the entry requirements and all other aspects of these Official Rules will be determined by the Promoter at its sole discretion. Entries that violate, as determined by the Promoter, in its sole discretion, these Official Rules will be disqualified from the Promotion. Promoter will not consider incorrect, fraudulent, incomplete, late, or otherwise non-conforming entries or entries that are intended to annoy, abuse, threaten, or harass any person or entity in any way. Eligibility is at the exclusive discretion of Promoter, and Promoter shall be

entitled to reject any entrant for any reason or no reason at all without having to provide an explanation. Promoter reserves the right, in its sole discretion, to cancel, suspend, or terminate the Promotion for any reason and without prior notice to any Participant. In such instance, Promoter may, if and as appropriate, select a winner using reasonable means that are materially consistent with the Promotion.

Provision of Materials and Information/Intellectual Property

By entering into the Promotion, Participant represents and warrants as follows: (1) that it fully owns or has properly licensed whatever materials or information it submits hereunder in connection with the Promotion and can make such submissions without violating any: applicable law, agreement with any third-party, and/or third-party right of any kind (including without limitation any intellectual property, data protection, privacy, or publicity right); and (2) that any and all materials or information provided by it hereunder shall be true and correct in all respects. Furthermore, without limitation on anything set forth herein to the contrary, Promoter shall have the irrevocable, transferable, and fully sublicensable right and license (but not the obligation) to exploit any and all such materials or information in any manner it so elects to promote the Promotion, its business, brand, products and/or services, throughout the world in perpetuity, and in any and all media, now or hereafter known.

Selecting and Notifying Potential Winners

The odds of winning a prize (each, a "Prize") depends on the number of entries. At or about 4:00pm CST on January 25, 2025 ("Drawing Date"), winners will be selected and announced at OPENLANE's booth at the NADA 2025 Conference. Winners do not need to be present. If not present, potential winners will be notified within three days by Promotor via email. Winners will have seven (7) days to claim a Prize by notifying Promotor by via email at nick.kelly@openlane.com. If a potential winner does not claim a Prize (or otherwise rejects the Prize) within seven (7) days of being notified, the Prize will not be awarded, will remain the property of the Promoter, and the winner will not be allowed to win another Promotion Prize. The potential winners are subject to eligibility verification, including age and residency verification. Each winner must show picture identification to claim his or her Prize. LIMIT ONE PRIZE PER PERSON.

Prizes

Four (4) potential winners will be randomly selected from among all Eligible Entries to receive a vacation package that includes one (1) standard occupancy hotel room, ground transportation to and from airport and hotel, roundtrip, coach-class airfare, and tickets for two (2) people, (if applicable), and a pre-paid Visa gift card of \$2,500 to cover incidentals including food for certain packages, of the following Prizes, at their choice (subject to availability):

- Riviera Maya, Mexico: approximately \$12,750 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on Delta Airlines
 - A 5 Night Stay at the UNICO 20°87° Hotel Riviera Maya
 - Adults Only/All Inclusive Resort
 - Ocean View, One Bedroom Suite
 - Private Transfers, roundtrip from the airport to your resort
 - Sunset Sailing
 - Private Tulum Cenote and Lunch
 - Full Day Driver with SUV
 - Half Day Fishing Charter
 - \$500 Excursion Credit
 - The booking services of a professional travel agent
 - Must have a passport with 6+ months of validity beyond the return date of the trip.
 - Travel Dates: travel must be completed before 12/31/2025
- Napa, California: approximately \$15,100 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on United Airlines
 - A 7 Night Stay at the Andaz Napa, by Hyatt
 - King Loft accommodations
 - Separate living room
 - Stocked minibar

- Breakfast included
- SUV Rental Car
- Private 6-hour customizable tour of Napa and Sonoma
- \$2,500 food and beverage allowance
- The booking services of a professional travel agent
- Travel Dates: travel must be completed by 12/31/2025
- Aspen, Colorado: approximately \$15,150 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on Delta Airlines
 - A 7 Night Stay at The St. Regis Aspen Resort
 - King bed accommodations
 - Mountain view with a balcony
 - Breakfast included
 - SUV Rental Car
 - Private bike or hiking tour of Aspen
 - \$2,500 food and beverage allowance
 - The booking services of a professional travel agent
 - Travel dates: June – September 2025
- Ryder Cup Package: approximately \$17,250 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on Delta Airlines
 - Ryder Cup 2-day Ticket with International Pavilion access for Saturday and Sunday
 - Complimentary tickets on the "Ryder Cup Express" to/from Bethpage via Long Island Railroad
 - A 3 Night Stay at Hyatt Chelsea Place (Friday check-in and Sunday departure)
 - Breakfast included
 - \$2,500 food and beverage allowance
 - The booking services of a professional travel agent
 - Travel dates: September 26-29, 2025
- Miami Grand Prix Package: approximately \$14,270 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on Delta Airlines
 - Turn 1 Grandstand Shaded Package for two, stadium club level with complimentary bar service, lounge seating, concessions
 - A 4 Night Stay at W Miami (a Marriott property)
 - \$2,500 food and beverage allowance
 - The booking services of a professional travel agent
 - Travel dates: May 1-5, 2025
- US Open Package: approximately \$17,000 value
 - This vacation includes:
 - First-Class Round-Trip Airfare for two on Delta Airlines
 - Official 2025 US Open Tickets for 2 days for Finals Weekend
 - Daily roundtrip motorcoach transfers from hotel to Flushing Meadows Park
 - A 3 Night Stay at InterContinental New York Barclay
 - \$2,500 food and beverage allowance
 - On-site tour host
 - The booking services of a professional travel agent
 - Travel dates: September 5-8, 2025
- Eagles at the Sphere Package: approximately \$11,200 value [EAGLES FINAL SHOW IS MARCH 15th]
 - This vacation includes:
 - Comfort+ Round-trip airfare for two on Delta Airlines
 - VIP Tickets to The Eagles Experience at The Sphere
 - Pre-show dinner

- Gondola Ride
- A 4 Night Stay at The Venetian Resort
 - Luxury Queen Suite, City View
- Travel dates: March or April 2025

Selection of airline and hotel, seat location and other travel and event arrangements are solely within Promoter's discretion. Promoter will use a third party travel agent to manage the reservations. Tickets to a particular event are not guaranteed. Prizes will not be substituted by Promoter for cash or other merchandise pursuant to any Prize winner's request. Promoter, however, reserves the right to substitute alternate Prizes of comparable or equal value in its sole discretion. The Prizes are subject to availability. Winner will be required to provide a valid credit card to cover incidentals. Prize winners are solely responsible for all applicable: (1) federal, state, and local taxes; and (2) out-of-pocket expenses, associated with Prize acceptance and use. Subject to applicable law, Prizes are offered "as is" without any express or implied warranty of any kind or nature, including without limitation, any warranty respecting condition, merchantability, quality, title, or fitness for a particular purpose. LIMIT ONE PRIZE PER PERSON.

Thirty (30) potential winners will be randomly selected from among all eligible entries received to receive one of the following Prizes:

- Apple Watch SE GPS + Cellular 44mm Midnight Aluminum Case with Midnight Sport Band - M/L: retail value of \$329 (10 available)
- Personalized 11-inch iPad Air Wi-Fi 128GB in Space Gray: retail value of \$599 (10 available)
- 13-inch MacBook Air: Apple M3 chip with 8-core CPU and 8-core GPU, 16GB, 256GB SSD in Space Gray: retail value of \$1,099 (10 available)

Prizes are non-transferable and will not be substituted by Promoter for cash or other merchandise pursuant to any Prize winner's request. Promoter, however, reserves the right to substitute alternate Prizes of comparable or equal value in its sole discretion. Prize winners are solely responsible for all applicable: (1) federal, state, and local taxes; and (2) out-of-pocket expenses, associated with Prize acceptance and use. Insurance, including trip insurance, is not included and winner may choose at its own discretion to purchase its own insurance. Subject to applicable law, Prizes are offered "as is" without any express or implied warranty of any kind or nature, including without limitation, any warranty respecting condition, merchantability, quality, title, or fitness for a particular purpose. Promoter is not responsible for replacing any damaged Prizes unless such damage is caused by Promoter. Winners must look to the Prize's manufacturer for potential guarantees or warranties of any kind. Winners must provide the required information necessary for OPENLANE to complete required tax forms such as a 1099 for acceptance of the Prizes.

Publicity

Subject to applicable law, entrance in any Promotion constitutes the Participant's consent to Promoter and Promoter's affiliates to use his or her name, voice, likeness, opinions, and biographical information for marketing, advertising, and publicity purposes in any media throughout the world at any time without the obligation to seek consent or to provide Participant with any payment or other form of consideration. Participant agrees to execute any document reasonably required by Promoter to effectuate the terms hereof and failure to do so shall give rise to Promoter's right to execute any and all such documents as Participant's attorney-in-fact, which right shall be coupled with an interest and therefore, irrevocable.

Release

Subject to applicable law, by entering into a Promotion and potentially receiving a Prize, each Participant and winner agrees to release, discharge, and hold harmless Promoter, along with Promoter's employees, officers, directors, affiliates, partners, agents and assigns, from and against any claim, cause of action, demand, or proceeding (each, a "Claim"), and any resultant loss, injury (including death), cost, expense, fee, fine, penalty, or other loss or expense of any kind, including attorneys' fees (each, a "Loss"), relating to or arising directly or indirectly out of his or her participation in a Promotion (or related activity such as a press release), and/or Promoter's right to exploit Participant's name and/or likeness or fully exploit any other right granted to it hereunder, and/or from Participant's receipt, use, or misuse of any Prize, no matter how such Claim or Loss arises (including without limitation, if arising out of any damage to a Participant's computer system from downloading or using material from Promoter's (or an affiliate of Promoter's) website).

Limitation of Liability

IN NO EVENT WILL PROMOTER, AND/OR PROMOTER'S PARENT, SUBSIDIARY, LICENSEES, EMPLOYEES, AGENTS, OFFICERS, DIRECTORS, ASSIGNS, AFFILIATES, OR RELATED COMPANIES (COLLECTIVELY WITH PROMOTER, THE "PROMOTER PARTIES"), BE RESPONSIBLE OR LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING WITHOUT LIMITATION LOST PROFITS) ARISING OUT OF ANY PARTICIPANT'S PARTICIPATION IN THE PROMOTION, THESE OFFICIAL PROMOTION RULES, AND/OR ANY PARTICIPANT'S RECEIPT OF A PRIZE, NO MATTER UNDER WHAT THEORY ARISING, EVEN IF ANY PROMOTER PARTY HAS BEEN ADVISED OF THE POSSIBLY OF SUCH DAMAGES. PROMOTER PARTIES' ENTIRE LIABILITY WITH RESPECT TO: ANY PARTICIPANT'S PARTICIPATION IN THE PROMOTION, THESE OFFICIAL PROMOTION RULES, AND/OR ANY PARTICIPANT'S RECEIPT OF A PRIZE SHALL BE LIMITED TO \$500. SOME JURISDICTIONS MAY NOT ALLOW THE AFOREMENTIONED LIMITATIONS OR EXCLUSIONS OF LIABILITY AND AS SUCH, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

Use of Collected Materials and Information

Promoter will be collecting, storing, and exploiting personal data about Participants to administer the Promotion and exercise its rights hereunder, including without limitation, those relating to marketing and publicity. By entering into the Promoter's Promotion, Participants agree to Promoter's collection and use of their personal information. Promoter will not disclose any Participant's personal information to any non-affiliated third party except the third party travel agent. For more information on Promoter's handling of personal information, see Promoter's Privacy Policy, a copy of which can be found at the following link: https://www.openlane.com/privacy_policy/.

Dispute Resolution

The parties hereto acknowledge and agree as follows: (1) that all disputes, causes of action, and claims connected to or arising in any way hereunder between the parties shall be resolved solely on an individual basis (i.e., class actions suits are hereby waived by the parties), and exclusively by the state or federal courts situated in Jackson County, Missouri; (2) that the laws of the state of Missouri shall govern, without regard to its conflict of laws principles; and (3) that the parties hereto waive any right to a trial by jury.

PROMOTER:

BacklotCars, Inc. dba OPENLANE

1100 Main Street, #1500

Kansas City, MO 64105