

Effective Date: March 15, 2019

WITHOUT PURCHASE OR PAYMENT OF ANY KIND, PURCHASE OF PRODUCTS OR SERVICES FROM ANY OF OUR BRANDS WILL NOT INCREASE YOUR CHANCES OF WINNING.

Welcome to the City: One Challenge ("Challenge")! The Challenge aims to finance the most promising solutions to urban mobility problems in Mexico City. Through the Challenge, Ford seeks to help cities develop more accessible, sustainable and equitable mobility environments through people-centered design and innovation.

The Challenge is governed by these official rules ("Challenge Rules" or "Rules") along with the Terms of Use and the Privacy Policy. By enrolling in the Challenge, you ("you" or "Participant") agree to comply with all applicable laws, and observe and be bound by these Challenge Rules and any other guidelines or instruction you receive during the Challenge (including the Terms of Use and Challenge Privacy Policy), and you also agree that all Ford decisions and Challenge judges will be final and binding on you. The Challenge is void in jurisdictions where it is prohibited or restricted by law. A Participant is responsible for determining if they are eligible to register and participate in the Challenge in accordance with the laws of their country of residence. These Rules, which include, but are not limited to, dates, deadlines, rewards and the locations of workshops related to the Challenge ("Workshops") or days of presentation ("Immersion Events"), are subject to changes by Ford at any time, and all participants agree to be bound by such changes.

READ THESE RULES CAREFULLY, AS THEY AFFECT YOUR LEGAL RIGHTS AND OBLIGATIONS. THESE RULES CONTAIN A WAIVER OF COLLECTIVE ACTIONS, LIMITING CLAIMS BY COLLECTIVE ACTIONS.

Ford Motor Company, S.A. de C.V., Guillermo Gonzalez Camarena No.1500, Colonia Centro de Ciudad Santa Fe, Álvaro Obregón, C.P. 01210, Mexico City, Mexico (hereinafter "Ford", "we", "us", "us") is the administrator of the Challenge.

If you do not accept these Rules or if the laws of your country of residence prohibit this type of competition, do not participate in the Challenge.

1. Eligibility

You can enroll in the Challenge and be eligible to receive the monetary incentive and other incentives only if:

- a) You are eighteen years of age or of legal age in your country or territory of residence at the time of participation and you are NOT a resident or citizen of a Prohibited Country or Territory (as defined below) (“Eligible Persons”);
- b) Is a member of a legal entity (which includes mercantile societies, civil societies, associations, etc.) organized or constituted at the time of participation (“Organization”) and having sufficient powers to act on behalf of the same;
- c) Your registration in the Challenge and the receipt of any incentive through contracting with us do not violate any applicable law. d) It is up to date in the fulfillment of all its obligations as a taxpayer before the corresponding tax authorities.
- d) Once registered, the Eligible Persons, Teams or Organizations may request to participate in the Challenge in any participating city and may be eligible to receive monetary incentives in each city.

An Eligible Person may participate in more than one Team or Organization, and an Eligible Person who is part of a Team or Organization may also participate in the Challenge individually.

If a Team or Organization participates in the Challenge, it must designate and authorize a person (the “Representative”) to represent, act and submit a request on their behalf. The Representative must meet the above eligibility requirements that apply to an Eligible Person. By submitting a request through the Site on behalf of a Team or Organization, you declare and warrant that you are the Authorized Representative to act on behalf of your Team or Organization, Ford being authorized to request the information or documentation to confirm it.

The following groups may register and participate in the Challenge, on the Site and in the Workshops, but are NOT eligible to receive monetary incentives:

Organizations that participate in the administration, design, production, promotion, payment or execution of the Challenge (“Promotion Entities”).

Employees, representatives and agents (“Agents”) of the Promotion Entities and all their immediate family members or members of their household. The term "Agents" includes persons or organizations that, when presenting an "idea" to the Challenge (as defined below), act on behalf or under the instructions of a Promotion Entity through a contractual or similar relationship. The immediate relatives of a person include the spouse, children, stepchildren, parents, stepparents, brothers and stepbrothers. A person's household members include any other person who shares the same residence as the person for at least three (3) months in the year.

Any member of the Challenge steering committee (the panel of experts participating in the selection of candidates of the “Proposal” phase of the Challenge) (“Member of the Steering

Committee”), or the panel of judges (the panel responsible for select the winner (s)) (collectively, the “Panel of Judges”) (each, a “Member of the Panel of Judges”), or a company or person that employs a Member of the Steering Committee or a Member of the Judges Panel.

Any Challenge mentor (people assigned to specific selected teams to advise and provide feedback).

Eligible Persons or Organizations who are residents (or members of a resident Organization), and who have domicile in a country, state, province or territory where United States laws or local law prohibits the participation or receipt of an incentive Monetary in the Challenge.

Any parent company, subsidiary or other subsidiary of an entity described above (“Subsidiary”). A Subsidiary is defined as: (a) an organization under common control, shared by a common majority owner or controller, or common administration; or (b) an organization that has substantial ownership or is substantially owned by another organization. For the avoidance of doubt, this may include any entity financed, managed or substantially related to the Participant.

Any other Eligible Person or entity whose participation in the Challenge generates, at Ford's sole discretion, a real or apparent conflict of interest. Ford may at any time request a valid proof of identity, residence, age or other relevant documentation, and may disqualify a participant if Ford determines (at its sole reasonable discretion) that the voucher provided is not sufficient. Likewise, Ford may, without prior notice and at any time, at its sole reasonable discretion, disqualify any candidate or Participant who does not meet the Challenge eligibility criteria, does not comply with these Rules as determined by Ford at its sole reasonable discretion, try to register or participate in the Challenge in any way or through a means not described in these Rules, try to interfere or affect the Challenge or try to avoid any of these Rules, such as (for example (among others) a person who manipulates or in any way corrupts the presentation, voting or evaluation process, or that attempts to affect the legitimate operation of the Challenge through cheating, hacking, deception, or by attempting to disturb, abuse, threaten or harass other participants, a Member of the Panel of Judges, a Member of the Steering Committee or employees of Ford or any of its representatives.

You are not required to make any purchases or pay any fees to register or participate in the Challenge. However, you are responsible for all expenses you choose to make in connection with the Challenge, among others, any air or land transportation, hotel accommodation, meals, drinks, and any expenses associated with the trip to a Workshop or an associated activity with participation in the Challenge.

You CANNOT register or CAN participate in any other way in the Challenge, included in the Site and in the Workshops, if you are a resident (or your Team or Organization includes a resident) of: the Balkans, Belarus, Brazil, Cuba, Republic Democratic Republic of the Congo, France, Germany, Iran, Iraq, Italy, Lebanon, Libya, North Korea, Somalia, Sudan, Syria, Venezuela or Zimbabwe (each, a "Forbidden Country or Territory").

2. Important dates and deadlines (subject to change)

2. Important dates and deadlines (subject to change) The Challenge is separated into several phases. For additional information, dates and deadlines for the Challenge, see the timelines on the pages of the Mexico City Challenge on the Website <https://challenges.cityoftomorrow.com/mexico-city> (hereinafter the “Site”).

3. Process to participate

You must do the following to participate in the Challenge:

- During the time of the “Proposal” phase of the Challenge (check the schedule on the Site), propose an idea (Contribution) of a product, service or business that answers the Challenge Question which you can find on the Site.
- Register by creating an account with your email address, Facebook account or Google+ account and confirm your acceptance of these Challenge Rules, and the Terms of Use and Site Privacy Policy. There is no charge to create an account. This will allow you to participate in the community, receive important updates and access community activities and debates, and the City: One Challenge, including the “Submit your idea” page.
- To send your solution proposal to the mobility problems posed by the Challenge (“Contribution”) for the City or One: Mexico City Challenge, see the Challenge Information and select the “Send your proposal” button during the "Proposal" phase. The form for sending a “New contribution” will be opened, select the area (s) of opportunity in which you wish to participate, describe your idea, answer the mandatory questions and fields in the form for sending a “New Contribution ”, When finished select "Save and Publish". You will have the opportunity to update your Contribution during the rest of the "Proposal" phase. Additionally, you can send more than one contribution and also psi.
- You are absolutely responsible for making sure you are correctly registered and have submitted your form.

Submissions of ideas cannot be accepted outside the dates for this phase.

Each idea submitted, together with its supporting files, constitutes a proposal (“Presentation of the idea”).

General requirements for the presentation of ideas

Language Requirements Submission of Contributions and related materials may be in English or Spanish, if they are not in English. Only finalists must submit an English translation of their Contribution.

Presentations of multiple ideas. A Participant can present more than one idea. However, each idea must be unique and substantially different from other Submissions of ideas from any other Participant, as determined by Ford at its sole discretion.

Description of the text The description of the text must narrate the idea of the candidate, the technical, administrative capabilities, etc. of the candidate to deliver a pilot of his Contribution and all other relevant information for the Evaluation Criteria (as defined below).

Images. In the case where the Participant uploads an image to his Presentation, this must be a photo or a graphic file. The images must have one of the following formats: .jpg, .gif or .png. The Participant must own the copyright of all submitted images. If an image includes a third party or contains items that are not owned by you, you must be able to present written licenses, permits or legal authorizations (in a manner satisfactory to Ford) that allow you to use and exploit such images and elements in the form used and exploited, and that allow Ford to use and exploit the images and their elements in accordance with these Rules and Site Terms.

Intellectual property. The Presentation of your idea: (a) must be the product of your original work (or the original work of your Team or Organization); (b) must be the exclusive property of you, your Team or Organization, and there should be no other person or entity that has a right or interest in it; and (c) must not violate intellectual property rights or other rights, such as copyright, trademarks, patents, trade secrets, non-disclosure agreements or privacy rights, of any other person or entity. A Participant may hire a third party to obtain technical assistance in the creation of the Presentation of the idea provided that the components of the Presentation of the idea are exclusively the product of the Participant's work, and the result of the Participant's ideas and creativity, and the Participant is the owner of all rights over them. By participating in the Challenge, you declare, guarantee and accept that your Presentation of the idea meets these requirements.

Expenses. All Participants will be responsible for covering their own costs and expenses derived from the preparation or submission of their Ideas Submissions and attending events and Workshops related to the Challenge.

4. Rights on the Presentations of ideas

License. For additional information about the license you grant to Ford and its agents regarding your Presentation of the idea, see Section 4 of the Terms of Use. If you do not accept the terms of the license, you must not submit a Presentation of the idea.

Exhibition of the Presentations of ideas. The following components of the Idea Presentation can be displayed to the public: name, description, images, video URL, website URL, team members, category and platform of the Idea Presentation, and type of candidate. Other materials of the Presentation of the idea can be seen by Ford and the Judges for selection and evaluation. Participants declare and warrant that Ford and its independent partners and service providers of the Challenge are free to use the Submissions of Participants' ideas in the manner described above, as indicated or modified by Ford, without obtaining permission or license from No third party and no compensation for any Participant or other person or entity.

Declarations and guarantees. When you submit your Presentation of the idea through the Site, you also declare and guarantee that:

- you meet all eligibility requirements of Participants;
- you are the original creator of the Presentation of the idea;
- you are the exclusive owner of the copyright and all other rights on the Presentation of the idea and all the content of your application and the Presentation of the idea;
- Ford (and its designated persons) will not infringe or violate any intellectual property rights, privacy, publicity, personality, confidentiality or other rights of third parties when Ford (or its designated persons) copy, display, edit, modify, transmit or use otherwise that description / solution / video in relation to the Challenge or the publication of the Challenge or any future Ford event; Y

The Presentation of the idea complies with all the requirements established in these Rules.

Ford reserves the right to immediately disqualify any Submission of the idea that violates any of these terms.

5. Evaluation

Judges The Judges will be members of the Steering Committee or the Judges Panel, and will be selected and appointed at the sole discretion of Ford (“Judges”), and will use the Evaluation Criteria in these Challenge Rules to evaluate the Submissions of ideas.

Evaluation criteria. Submissions of eligible ideas will be evaluated by the Steering Committee, which will analyze and rate the Submissions of eligible ideas using the following criteria (“Evaluation Criteria”):

- Desirable: The presentation of the idea demonstrates how it can meet the needs of the city and its intended users.
- Feasible: A pilot of the Presentation of the idea can be created with up to \$ 100,000.00 USD of the incentive money for the pilot, can be implemented in 6 months, and is operational in the current transportation system.
- Viable: The presentation of the idea has a clear customer base and a route to a sustainable business model.

Review stages Submissions of ideas will be evaluated in three stages:

- At the end of the “Proposal” phase for the relevant city, all Submissions of eligible ideas will be reviewed by the City's internal team: One Challenge, which will classify all Submissions of ideas as “green”, “yellow” and “ red ”, where “ green ”is the most promising classification, according to the Evaluation Criteria. Presentations of ideas with green and yellow classification will be sent to the Steering Committee to be judged, and the 10 to 15 Presentations of most promising ideas will be chosen, in accordance with the Evaluation Criteria, to move on to the “Refine” phase.

Shortlisted candidates will receive a notification within 14 days of the completion of the evaluation.

In the “Refine” phase, all shortlisted candidates will send a detailed pilot proposal, which will then be judged by the Judges Panel (eg, government representatives and companies from the respective cities; and a selection of representatives from the Steering Committee), in accordance with the same Evaluation Criteria as in the “Proposal” phase. In accordance with these criteria, 1 to 2 winners per city will be selected.

6. Votes and community support

All members of the City: One Challenge Site community will have the opportunity to vote during the “Proposal” phase on the Submissions of eligible ideas. The community will also have the opportunity to vote on these Presentations of preselected ideas during the “Adjustment” phase. In making its decisions, the Management Committee may take into account the votes of the “Proposal” and “Adjustment” phases, but the evaluation decisions will be taken by the Management Committee and the Judges Panel at its sole discretion.

7. Events

Face-to-face events will be held in each city during the Challenge. Community Workshops will be held in each city during the "Explore" and "Propose" phases, Innovation Workshop (s) in each city during the "Refining" phase, and the Finale Events will be held in each city during the phase of Selection. The dates and times of all events related to the Challenge are subject to change.

Assistance. Any participant, team or organization invited to attend a given workshop will do so on their own, with the exception of the semifinalists, to whom Ford can provide financial assistance with travel expenses. If selected as a semifinalist and Ford decides to pay travel expenses, this travel allowance will be governed by Ford's travel policy, which will be provided upon request. It is strongly recommended to attend the events.

Insurance. Each Participant is solely responsible for making the necessary arrangements to have the insurance coverage that he decides is necessary to travel or to secure his belongings.

8. Incentives

The winner of the Challenge shall have the right to enter into a contract with Ford to launch the pilot of his Contribution, through said contract he may obtain financing of up to USD 100,000.00 (One Hundred Thousand Dollars legal tender of the United States of America) according to the exchange rate, published by Banco de México, in the Official Gazette of the Federation, in its morning edition corresponding to the day the payment is made effective.

Said incentive may be divided between up to 2 (two) winners to finance their Pilot projects (the winners will be required to sign a contract with Ford that among other things will include the Scope of Work with the Pilot will include a summary of the work to be done in the Pilot , as well as the pilot's financing requirements (including the timing of the distribution of the prize).

NO PARTICIPANT IS GUARANTEED OR TO THOSE WHO RECEIVE AN INCENTIVE THAT WILL HAVE A COMMERCIAL OPPORTUNITY FORD OR WITH ANY PARTNER OF THE CITY, SPONSOR OF THE CHALLENGE.

Cash prizes will be awarded in US currency in the name of the Eligible Participant (in the case of an Individual Idea Submission) or of the Team / Organization (in the case of a Team / Organization Presentation) that have registered for the Challenge (and not to an individual representative). When required by applicable law or regulation, Ford reserves the right to withhold all applicable taxes from all cash prizes, unless a valid (total or partial) exemption issued by the relevant authorities with respect to such withholding tax.

9. Verification of possible winners

Verification Requirement THE DELIVERY OF THE PRIZE TO A POSSIBLE WINNER IS SUBJECT TO THE VERIFICATION OF ITS IDENTITY, ELIGIBILITY, QUALIFICATIONS AND THE ROLE OF THE POSSIBLE WINNER IN THE CREATION OF THE IDEA PRESENTATION. The final decision to designate a winner will be made by Ford at its sole discretion.

Forms required. Potential winners will be notified using the email address associated with the account used to enter the Presentation of the idea (the Participant submitting the idea is the "Team Representative" in the case of a team or organization) within the 14 days after the last instance of trial. To receive the Prize, the potential winner (including all members of the participating team in the case of a Team or Organization) must sign and return to Ford, the affidavit of eligibility (or similar verification document) and the exemption (s) (s) of liability and publicity, and any applicable tax forms ("Required Forms").

- Deadline to return the required forms. The required Forms must be forwarded to Ford within (10) business days after the date they are sent.
- Disqualification. Ford may consider that the potential winner (or members of the participating team) is not eligible to win if:
- The Representative of the possible winner or any member of the participating team does not respond to several emails or does not sign and return the required Forms before the deadline indicated above, or respond and reject the Prize;
- the Prize or the notification of the Prize is returned as not delivered; or
- The presentation of the idea or the possible winner, or any member of the team or organization of the possible winner is disqualified for any other reason.

In case of disqualification, Ford may award the corresponding Prize to a possible alternative winner, determined by the Judges Panel as the next best Presentation of the idea after the originally selected winner.

Ford is not responsible if it cannot contact the potential winner as a result of the latter having registered an incorrect or incomplete email address when creating his account on the Site.

10. Incentive distribution

Substitutions and changes. Ford has the right to substitute the Prize for one of equal or greater value. Ford will not award the Prize if Submissions of eligible ideas are not entered in the Challenge, or if there are no eligible Participants or Submissions of ideas eligible for a specific Prize.

Awards. The Money Prize will be distributed as agreed between Ford and the potential winner as set forth in the separate Scope of Work document. To the extent appropriate, Ford will make reasonable efforts to deliver the awards as agreed between Ford and the potential winner. However, Ford cannot guarantee that prizes returned to Ford due to non-delivery at the address provided will be forwarded to the recipient.

Taxes. Potential winners (and in the case of a Team or Organization, all participating members) are responsible for declaring and paying all applicable taxes in their jurisdiction of residence (federal, state / provincial / territorial and local). Those who receive the prize may be requested to provide certain information to facilitate receipt of the award, which includes completing and submitting the tax or other forms necessary to comply with the corresponding withholding and declaration requirements. Those who receive the prizes are also responsible for complying with the exchange and banking regulations in their respective jurisdictions and report receipt of the Prize to the relevant government departments / agencies, if necessary. Ford reserves the right to withhold a portion of the Prize amount to comply with the tax laws of the United States or other jurisdiction.

11. Conditions for participation and disclaimer

- By participating in the Challenge, you (and, if participating on behalf of a Team or Organization, each participating member) agree to the following:
- The relationship between you, the Participant, and Ford is not a confidential, fiduciary or other special relationship.
- You will be subject to and abide by these Challenge Rules, the Terms of Use of the Site and any decision of Ford and / or the Challenge Judges which are binding and final in all matters related to the Challenge.
- You release, indemnify, defend and disclaim Ford, the Promotional Entities and their respective parent companies, subsidiaries, dealers and affiliated companies, the Prize providers and any other organization or entity responsible for sponsoring, complying, managing, advertising, or promote the Challenge, and all their respective officials, directors, employees, agents and past and present representatives (hereinafter, the "Exempted Parties"), of and against each and every one of the claims, expenses and responsibilities (including fees reasonable attorneys), including but not limited to negligence and damages of any kind to persons and property, defamation, slander,

violation of the right to publicity or confidentiality, trademark infringement, copyright, trade secret or other intellectual property rights, property damage, death or personal injury arising from or related to the participation of I Participant in the City Community: One Challenge, the creation of an Idea Presentation or the entry of an Idea Presentation, participation in the Challenge, acceptance or use, or improper use of the Prize (including travel or related activities), and / or the transmission, transfer, execution, exploitation or use of the Presentation of the Idea as authorized or licensed under these Official Rules, as well as any other claim of any nature arising from the disclosure of your Presentation of ideas , either to Ford or by Ford.

- Without limiting the foregoing, the exempted Parties shall have no responsibility in relation to:
- any incorrect or inaccurate information, whether caused by electronic error or printing by Ford, or by any of the equipment or programs associated with or used in the Challenge;
- technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in telephone lines, Internet connectivity or electronic transmission errors, or network hardware or software or failures on the Challenge website;
- unauthorized human intervention in any part of the entry or Challenge process;
- any technical or human error that may occur in the administration of the Challenge or in the processing of the Submissions of ideas; or
- any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, by the Participant's participation in the Challenge or the reception or use or misuse of any Prize.

Exempted Parties are not responsible for Submissions of incomplete, late, misdirected, damaged, lost, illegible or incomprehensible ideas or changes in the postal address or email address of the participants. Proof of submission or submission will not be considered proof of receipt by Ford.

If for any reason it is determined that the Presentation of the Participant's Idea was not received or deleted, lost, destroyed or corrupted by mistake, the Participant's only recourse is to request the opportunity to resubmit his Presentation of the Idea. Such request must be made immediately after the Participant knows or should have known that there was a problem, and Ford will determine it at its sole discretion.

12. Advertising

By participating in the Challenge, you agree to the use of your personal information and personal data by Ford and any third party acting on your behalf. Such personal information and personal data include, among others, your name, similarity, photography, voice, opinions, comments, hometown, state or country of residence, mention of the nature of your participation in the Challenge and photographs and videos taken in the Challenge events or workshops. We may use this personal information and personal data in any means of communication existing or subsequently created, worldwide without additional payment or

consideration or right of revision, unless prohibited by law. Authorized uses include activities related to marketing, advertising and for promotional purposes. This consent applies, as appropriate, to all members of a United States Participant team or organization that has participated in the presentation of winning ideas.

13. General conditions

Ford reserves the right, in its sole discretion, to cancel, suspend and / or modify the Challenge, or any part thereof, in case of technical failure, fraud or any other factor or event that has not been anticipated or has not been anticipated. provided, or that is beyond your control.

Ford reserves the right, in its sole discretion, to disqualify any individual or Participant that Ford discovers has altered, or appears to have altered the entry process or operation of the Challenge or to act in a manner that violates these Rules. of the Challenge or in an inappropriate, unsportsmanlike manner, which is not beneficial to this Challenge, or if it violates any applicable law or regulation.

Any attempt by any person to undermine the proper development of the Challenge may be a violation of criminal and civil law. If Ford suspects that such an attempt has been made or if it threatens to carry it out, it reserves the right to take appropriate measures, including, but not limited to, requesting that a Participant cooperate with the investigation and referral to criminal authorities and civilians

If there is any discrepancy or inconsistency between the terms and conditions of the Challenge Rules and the disclosures or other statements contained in the Challenge materials, including, among others, the Challenge Idea Submission Form, the Challenge Site, the advertising (including but not limited to television, printed material, radio or internet ads), the terms and conditions of the Challenge Rules will prevail. The terms and conditions of the Challenge Rules are subject to change at any time, including the rights or obligations of the Participant and Ford . Ford will post the terms and conditions of the modified Official Rules on the Challenge website. To the maximum extent permitted by law, any amendment shall enter into force at the time specified in the publication of the modified Official Rules or, if a time is not specified, at the time of publication.

If at any time before the deadline, a Participant or prospective Participant believes that there is a Challenge Rule that is or may be unclear or ambiguous, you must submit a written request for clarification.

Ford's failure to enforce any term of these Challenge Rules will not constitute a waiver of such provision. In the event that any provision of these Challenge Rules is or becomes illegal or unenforceable in any jurisdiction whose laws or regulations apply to a Participant, such illegality or unenforceability will not apply to the rest of these Official Rules, including the rest of the Rule affected, to the fullest extent permitted by law, which will remain valid. The illegal or unenforceable provision will be replaced by a valid and enforceable provision that

comes closer and better reflects Ford's intent in a legal and enforceable manner with respect to the invalid or unenforceable provision.

14. Limitations of Liability

By registering for the Challenge, all Participants (including, in the case of a Team or Organization, all participating members) agree to be bound by the Rules of the Challenge and hereby exempt the Parties exempted from any responsibility in relation to the Presentation of the Idea, the Prizes or the participation of the Participants in the Challenge.

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN ANY CASE OF ANY EXEMPTED PARTIES, OR ANY OF ITS OFFICIALS, DIRECTORS, EMPLOYEES, AFFILIATED, SHAREHOLDERS, REPRESENTATIVES OR AGENTS WILL BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT DAMAGES, , PUNITIVE OR ANY OTHER DAMAGE OF ANY KIND, INCLUDING, BETWEEN OTHERS, LOSS OF INCOME, PROFIT, TRADE FUND, DATA OR USE OF MONEY, ALREADY AGGRESSED (INCLUDING, WITHOUT LIMITATION, BY NEGLIGENCE) OF CONTRACT OR FOR ANY OTHER TYPE OF DAMAGE, DERIVATIVES OR RELATED TO ITS PARTICIPATION IN THE CHALLENGE, EVEN IF THAT PART HAS BEEN INFORMED OF THE POSSIBILITY OF SUCH DAMAGES.

This section does not affect, and is not intended to affect, any rights that the consumer has that cannot be excluded under the applicable laws of the consumer.

15. Disputes - waiver of filing a class action lawsuit

Participants agree that, to the maximum extent permitted by law:

- Each and every one of the disputes, claims and causes of action that arise or are related to this Challenge, any Presentation of Idea or any Prize awarded, other than those related to the administration of the Challenge or the determination of the winners, will be resolved individually, without resorting to any form of class action lawsuit;
- Each and every one of the disputes, claims and causes of action that arise or are related to this Challenge, any Presentation of Idea or any Incentive granted, will be resolved exclusively by the competent courts of Mexico City as for all others. claims or procedures and the Participants give their consent to the exclusive jurisdiction of said courts; Y
- Under no circumstances will Participants have the right, and they waive all rights to claim, any punitive, incidental and consequential damages and each and every one of the rights to be multiplied or otherwise increase the damages.

All matters and questions regarding the construction, validity, interpretation and applicability of these Challenge Rules, or the rights and obligations of the Participants and Ford in relation

to the Challenge, shall be governed and interpreted in accordance with the laws of the City of Mexico.

16. Additional Terms

City: One Challenge [Terms of use](#)

City: One Challenge [Privacy Policy](#)

Participation in the Challenge constitutes the Participant's total and unconditional agreement with these Challenge Rules. By participating, the Participant accepts that all decisions related to the Challenge that are made in accordance with these Challenge Rules are final and binding, and that all such decisions are at the sole discretion of Ford.

17. Pivacy

Personal information and personal data collected from individual Participants are subject to the Privacy Policy. By registering and participating in the Challenge, Participants accept the terms of the Privacy Policy.

18. Contact us

If you have any questions or comments, or wish to send us any notice about this Challenge, you can contact us in the following ways:

Email

cotcinfo@ford.com

Phone

800-392-3673 (EE.UU.)

Available from 8:00 a.m. a 5:00 p.m. EST

Mon . Friday