

“Choose Your Toyota”

Official Rules

BY ENTERING OR OTHERWISE PARTICIPATING IN THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING.

DESCRIPTION: The “Choose Your Toyota” sweepstakes (the “Sweepstakes”) is sponsored by Charlotte Motor Speedway, LLC a limited liability company with its principal place of business located at 5555 Concord Parkway South, Concord, North Carolina 28026 (“Sponsor”).

SWEEPSTAKES PERIOD: The Sweepstakes begins on Saturday, February 4, 2012 at 12:00 a.m., Eastern Time (ET) and ends on Saturday, May 19, 2012 (“Sweepstakes Period”). Entry period begins Saturday, February 4, 2012 at 12:00 a.m. ET and ends Friday, April 27, 2012 at 11:59 p.m. ET (“Entry Period”). All entries must be received (mail in entries postmarked) by Friday, April 27, 2012 at 11:59 p.m. ET.

WHO CAN ENTER: Sweepstakes is open only to legal residents of the United States and the District of Columbia who are twenty-one (21) years of age or older at time of entry, and have a valid driver’s license except that residents of New York, Rhode Island and Florida are not eligible, Employees of Charlotte Motor Speedway, LLC, Speedway Motorsports, Inc., Toyota Motor Sales, U.S.A., Inc., NASCAR, Inc., Sprint and their affiliates and each of their respective parent companies, divisions, affiliates, subsidiaries, officers, directors, shareholders, members, successors, assigns and agents, and any others engaged in the development, production or distribution of promotional materials or prizes for this Sweepstakes (collectively, the “**Released Parties**”), and members of the immediate families or households of any of the above are not eligible to enter or win. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited or restricted by law. **NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE CHANCES OF WINNING. Your chances of winning without making a purchase are the same as the chances of someone who purchases something. It is illegal to give any advantage to buyers in a sweepstakes or contest. In this Sweepstakes, there are no purchases.**

HOW TO ENTER: During the Entry Period you can enter by one of the following methods:

1. Via purchase of a Charlotte Motor Speedway Season Ticket package by calling the Charlotte Motor Speedway’s Ticket Office at 1-800-455-FANS (3267) and purchasing a Charlotte Motor Speedway Season Ticket package.
2. Via completing and submitting an entry form on-line at www.charlottespeedway.com
3. Via mail by printing your name, address, telephone number and age on a 3” x 5” card and mailing to: “Choose Your Toyota” c/o Charlotte Motor Speedway PO Box 600 Concord, NC 28026.

By entering, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final on matters relating to this Sweepstakes. **LIMIT ONE (1) ENTRY PER PERSON REGARDLESS OF ENTRY METHOD.**

The Released Parties and judges are not responsible for late, lost, damaged, garbled, incomplete, or misdirected entries, for errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Sweepstakes. All entries become the property of the Sponsor and will not be returned. Entrant agrees that the information supplied on the entry form or on Sponsor websites

may be used for marketing purposes. Sponsor's use of information supplied by any entrant on entry forms (whether through a website or in paper form) shall be consistent with Sponsor's privacy policy located at www.charlottespeedway.com/privacy_policy

ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE OR TAMPER WITH SPONSOR'S WEBSITE OR TELEPHONE LINES UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION; AND IF SUCH INDIVIDUAL ENTERS THE SWEEPSTAKES HE/SHE WILL BE DISQUALIFIED.

SELECTION OF WINNERS: A random drawing will be conducted by Sponsor, or a judge it selects in its sole discretion ("Judge") on or about **May 7, 2012** from among all eligible entries received during the Entry Period. Sponsor will randomly draw sixteen (16) entries who will each receive, upon verification of eligibility and compliance with the terms of these Official Rules, an opportunity to compete in a physical and athletic activity ("Contest") for a chance to win a 2012 Toyota. All contestants will be notified by email or phone on and no later than **May 13, 2012**. In the event a contestant cannot fulfill the physical requirements of the Contest and forfeits the opportunity and Judge will randomly draw another entry. Contestants are responsible for their own travel to and from Charlotte Motor Speedway to compete for the Grand Prize.

Contestants will be required to compete in a Contest (specific details to be provided to upon notification) at Charlotte Motor Speedway prior to the NASCAR® Sprint Cup Series™ All-Star Challenge on Saturday, May 19, 2012, or such rescheduled date. The contestant who completes the Contest the quickest will win the Grand Prize.

One (1) Grand Prize Winner:

- One (1) 2012 Toyota vehicle. Winner will have the option to choose between a Sienna, Tundra, Camry, or Highlander. Vehicle may not be exactly as depicted in advertising. All vehicle options, including color, will be at Sponsor's sole discretion. The name of the Sweepstakes "Choose Your Toyota" is for descriptive, nominal purposes only and is not intended to imply that winner will be able to choose any make and model Toyota automobile. Winner is solely responsible for any expenses in connection with participating in the Contest and the vehicle not expressly described herein as being awarded including, without limitation, the following: (i) federal, state and local taxes; (ii) insurance, registration fees, delivery charges, dealer preparation fee and/or additional options, additions or equipment; and (iii) any additional costs and expenses not described herein as being awarded. Winner must take delivery of vehicle at location specified by Sponsor. Manufacturer's limited warranty shall apply to the vehicle awarded, and no other warranty, representation or guarantee is provided to winner in respect to the prize.

The approximate retail value (ARV) will not exceed \$33,000 (Depending on which model winner chooses).

Winner is solely responsible for any expenses in connection with the prizes not expressly described herein as being awarded including, without limitation, the following: (i) state and local taxes applicable (ii) any additional costs and expenses not described herein as being awarded. Date of events subject to change. Prize winners cannot substitute, convert to cash, assign, or transfer prizes except at the sole discretion of Sponsor.

Three (3) Runners-Up Prize Winners:

- Six (6) Richard Petty Driving Experience “Ride-Alongs”. Each Runner up will receive a Ride Along experience and one for a guest. Each Ride-Along has an approximate retail value (ARV) of \$100 for a total ARV of \$600.

ODDS OF WINNING: The value of the chance to compete and the odds of winning the Sweepstakes and being awarded the Grand Prize are dependent on a multitude of factors and cannot be determined with any degree of certainty and no odds or value on such aspect of the Sweepstakes shall be ascribed to such portion.

WINNER RESPONSIBILITIES: Sweepstakes winner will be solely responsible for all taxes on Sweepstakes prize(s) and will receive an IRS Form 1099 for the retail value of the prize(s). Winner will be required to sign a Statement of Eligibility, Liability Release and Publicity Release (collectively “Releases”) (except where prohibited by law) prior to issuance of prize(s).

Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes winner’s consent to Sponsor’s use of winner’s name, likeness, voice, opinions, hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Prizes are non-transferable. No Prize substitution will be given. Sponsor reserves the right to substitute a prize (or any part of the prize) with a prize of equal or greater value. Taxes on prizes are solely the winner’s responsibility. By entering you agree to accept the whole prize. Any difference between stated approximate value and the actual value of Sweepstakes Prize(s) will not be awarded. If you cannot accept the whole Prize you must forfeit the Prize and another winner will be selected at Sponsor’s sole discretion.

RELEASE: By participating, entrants agree, and by accepting prize, winner(s) agrees, to release and hold harmless the Released Parties from any and all liability, injury, loss or damage incurred by participating in the Sweepstakes and/or the awarding, receipt, acceptance, possession or use/misuse of the prize(s). By accepting the prize(s) the winner agrees to Charlotte Motor Speedway in use of his/her name and address (city & state), photograph, videotape or likeness for advertising or publicity purposes and to the use of statements made by or attributed to the winner relating to Sweepstakes or Charlotte Motor Speedway, and grants to Sponsor any and all rights to said use, without further compensation or notice, unless prohibited by law. Contestants participating in the contest event hereby acknowledge that this physical and athletic activity subjects them to the risk of physical injury from the activity itself and the purposefully challenging conditions of the event’s course. Contestants agree to inspect the course if they choose and may decline to participate. By participating, contestants agree to assume all risk of injury to him/herself and shall bring no claims whatsoever against Charlotte Motor Speedway in connection with the event or any related activity on the course of the event.

WINNER’S LIST: For name of grand prize winner, available after May 27, 2012, send a self-addressed stamped envelope by August 31, 2012: WINNERS LIST, Charlotte Motor Speedway “Choose Your Toyota” Sweepstakes, Charlotte Motor Speedway, LLC Attn: Marketing Department, P.O. Box 600, Concord, NC 28026. For a copy of the official rules, send a self-addressed stamped envelope by August 31, 2012 to: OFFICIAL RULES “Choose Your Toyota” Sweepstakes, Charlotte Motor Speedway, LLC, Attn: Communications Department, P.O. Box 600 Concord, NC 28026.

MODIFICATION: Sponsor reserves the right, at its sole discretion, to modify, cancel, postpone, delay, suspend and/or terminate this Sweepstakes in whole or in part in the event that the Sweepstakes is not capable of running as planned or as intended by these Official Rules by reason of any technical or other disabling causes that, in the sole discretion of the Sponsor, impair, corrupt or interrupt the administration, fairness, security or integrity or proper play of the Sweepstakes, including without limitation, hurricane, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, terrorist threat or activity or insurrection. In the event of cancellation, Sponsor shall award the Sweepstakes Prize (or prizes of equal or greater value) in a random drawing from all eligible, non-suspect entries received as of the time of Sweepstakes cancellation. Sweepstakes are initially provided by Sponsor to entrant under the name “Choose Your Toyota” but the name of the Sweepstakes is subject to change at the discretion of the Sponsor and any such name change shall be posted along with the rules at www.charlottemotorspeedway.com. Additional companies or

organizations may join in sponsoring the Sweepstakes and such additions shall likewise be posted at www.charlottespeedway.com.

GOVERNING LAW: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF NORTH CAROLINA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES.

DISPUTE RESOLUTION: As a condition of participating in this Sweepstakes, each participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Mecklenburg County, North Carolina having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, indirect, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

Toyota Motor Sales, U.S.A., Inc., NASCAR, Inc., and Sprint are not sponsors of this Sweepstakes and will have no liability or responsibility for any claim arising in connection with your participation in this Sweepstakes or any prize awarded.