

2026 FORD BRONCO® WILD FUND SWEEPSTAKES
OFFICIAL RULES

The 2026 Ford Bronco® Wild Fund Sweepstakes (“Sweepstakes”) is sponsored by Ford Motor Company, 16800 Executive Plaza Drive, Dearborn MI 48126 (“Sponsor”).

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on January 23, 2026 at 12:00 A.M., Eastern Time (“ET”) and ends on November 30, 2026 at 11:59:59 P.M., ET (“Sweepstakes Period”).
2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States and District of Columbia, who are at least eighteen (18) years old and have a valid driver’s license at the time of entry. Employees, officers and directors of Sponsor, Ford dealership(s), Xperience Communications, Mercury Promotions & Fulfillment (“Administrator”), and any of their respective owners, parent companies, affiliates, directors, subsidiaries, representatives, advertising, Sweepstakes and production agencies or agents (collectively, the “Sweepstakes Entities”), as well as their immediate family members (defined as including spouse; biological, adoptive, and/or step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) and persons living in the same household (whether related or not) of any of the above are not eligible to enter or win. Void where prohibited by law. All federal, state, and local laws apply.

Participation by an individual (“Entrant”) constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winner may be required to provide proof of identification and eligibility as required by Sponsor. For purposes of the Sweepstakes, an Entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of registration. Entrants will not be allowed to change their physical address or e-mail address on a submitted registration. Use of any automated system or any like methods to participate in the Sweepstakes is prohibited and will result in disqualification of any Entrant attempting such use.

3. **HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an Entrant must access the Sweepstakes website (“Website”) to enter. An Entrant may access the Website the following ways:
 - A. **Attend An Event:** Entrant may attend one (1) of Sponsor’s Bronco Wild Fund™ events (an “Event”) and visit a booth/Event area locate a provided laptop/tablet available at the booth/Event area to visit the Website registration page (“Registration Page”); or
 - B. **Visit Website Directly:** An Entrant may use his/her smart device or computer and go to the Website directly at <https://fordeventreg.com/BWFGeneralRegistration>.

Once on the Website Registration Page, the Entrant must complete and submit the Registration Page including, but not limited to, first and last name, street address (P.O. Boxes are not allowed), city, state, ZIP Code, daytime telephone number, valid e-mail address, answer a number of survey questions, and agree to these Official Rules. Upon successful completion and submission of the registration information, the Entrant will receive one (1) entry into the Sweepstakes. Answers to survey questions have no impact on entry.

During the Promotion, an entrant may receive a link to the Website by scanning the QR Code on select Sweepstakes materials at Bronco Events. An Entrant may center the QR Code in the camera of his/her mobile device to scan the QR Code. Once completed, Entrant will receive a link to the Website and follow the steps above to enter. An Entrant cannot participate solely by scanning the QR Code.

Limit: One (1) entry per Entrant during the entire Sweepstakes Period, irrespective of the method of entry. If more than one (1) entry per person is received from the same person, telephone number and/or e-mail address the entries may, at the Sponsor’s sole discretion, be disqualified. Entrants are prohibited from using

more than one (1) e-mail address or multiple identities. If it is found or suspected that an Entrant is using more than one e-mail address or multiple identities to participate in the Sweepstakes, then that Entrant, in Sponsor's sole discretion, may not be eligible to win the prize. Each Entrant must have his/her own unique e-mail address. If multiple Entrants use the same e-mail address, then the Sponsor may disqualify those Entrants with the same e-mail address.

4. RANDOM DRAWING: On or about Thursday, December 3, 2026, the Administrator will randomly select one (1) potential winner from among all eligible entries received during the Sweepstakes Period. The winner is considered a potential winner pending verification of their eligibility and compliance with these Official Rules. The Administrator's, Sponsor's, and their representative's decisions are final and binding on all matters relating to this Sweepstakes.

5. PRIZE, APPROXIMATE RETAIL VALUE, AND ODDS OF WINNING:

A. Prize (1): The prize includes: (i) one (1) 2026 Ford Bronco[®] Big Bend[®] SUV (with a Manufacturer's Suggested Retail Price ("MSRP") inclusive of dealer fees, registration/title/license fees, and sales tax of up to \$50,000 (the "Bronco"); and (ii) \$10,000, in a check made payable to the confirmed winner (collectively, the "Prize"). The Approximate Retail Value ("ARV") of the Prize is up to \$60,000. Note that if the Bronco is more than \$50,000, including dealer fees, registration/title/license fees and sales tax, the winner is responsible for those costs. If the Bronco is less than \$50,000 including dealer fees, registration/title/license fees and sales tax, the difference between the actual price and the MSRP will not be paid to the winner, but the IRS form set forth below will reflect the actual Prize value of \$60,000.

B. Specific Conditions of the Prize. The actual Prize features/options will be determined by Sponsor in its sole and absolute discretion. The Prize is awarded in "As-Is" and "Where-Is" condition, subject to any express limited warranty provided by Sponsor. The Prize vehicle make and model specifications will be determined by Sponsor, in its sole discretion. The winner is responsible for the cost of any and all Bronco vehicle upgrades, aftermarket additions, options or other elements beyond the model details provided in these Official Rules and must be confirmed by Sponsor in its sole and absolute discretion. Once the winner is confirmed Administrator will work with a dealership that is close to the winner's residence, as determined by Sponsor in its sole and absolute discretion to fulfill the Bronco. Winner then has thirty (30) days to confirm details of his/her selected Bronco and any desired upgrades/options (winner is responsible for cost of any upgrades/options over \$50,000). The Bronco will be delivered to the winner through the authorized Sponsor dealership as determined by Sponsor in its sole discretion and the check portion of the Prize will be mailed to winner at the address provided upon entry. No other delivery option will be available. If the winner refuses delivery, the Prize may be forfeited, at Sponsor's sole and absolute discretion. Any portion of the Prize not accepted by winner will be forfeited. The winner is responsible for all taxes and expenses, including but not limited to luxury tax, insurance, and all other costs incurred in claiming, registering or using the vehicle. The winner must present his/her valid U.S. driver's license and provide satisfactory proof of, vehicle insurance, proof of liability insurance, and proof of any other insurance required by law prior to Prize delivery.

C. General Conditions on the Prize: All other costs, fees and expenses not expressly set forth in these Official Rules are not included in the Prize. The Prize is non-transferrable and non-substitutable, except by Sponsor in its sole discretion. Should the Prize become unavailable for any reason, Sponsor reserves the right to substitute the Prize for one of equal or greater value to the winner, in its sole discretion. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of the Prize are the sole responsibility of the winner. If the Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and, time permitting, an alternate winner may be selected from the remaining eligible entries at Sponsor's sole discretion. No more than one (1) Prize will be awarded in this Sweepstakes. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received.

D. Odds of Winning: The odds of winning the Prize depend on the number of eligible entries received during the entire Sweepstakes Period.

- 6. WINNER NOTIFICATION AND VERIFICATION:** The potential winner will be notified by telephone or email and will have seven (7) business days from the date of the telephone call and email to respond to qualify for the Prize. Failure to respond within the time permitted in these Official Rules will be viewed by the Sponsor as declining the Prize and relinquishing all rights and involvement in the Sweepstakes and the Prize.

The potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential winner will be required to provide his/her mailing address and to execute an Affidavit of Eligibility and Liability and Publicity Release (except where prohibited) and an IRS Form W-9 all via Adobe Sign, and to be returned by the date as set forth in the notification email or the Prize will be forfeited and, at Sponsor's discretion, an alternate winner will be selected from all remaining eligible entries. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of the winner's right to claim the Prize, and may result in the Prize being awarded to an alternate winner, if time permits.

If the potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept the Prize, or in the event that a winner fails to return any required paperwork within the allotted timeframe (if applicable), the Prize may be forfeited. If the Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion. If Sponsor is unable to confirm any winner, the Prize may not be awarded. Sponsor will issue an IRS Form 1099-MISC to the winner. The Released Parties (defined in Rule 7) shall not be held responsible for any delays in awarding the Prize for any reason. The Prize will only be awarded to a verified winner.

Sponsor will attempt to notify the potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prize is non-transferable and no Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute the Prize of equal or greater value in case of unavailability of the Prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, each Entrant agrees that the Sweepstakes Entities and each of their respective representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; and (vii) any injury or damage, whether personal or property, to an Entrant or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting the Prize. Further, the Released Parties are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each Entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of its rights to bring any claim, action or proceeding against any of the Released Parties in connection with

the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the Entrant's participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible Entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN WAYNE COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN WAYNE COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR RELEASED PARTIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. PRIVACY: Personal information collected from Entrants is subject to the Ford Motor Company's Privacy Policy located on <https://www.ford.com/help/privacy/>. By entering the Sweepstakes, you expressly agree to the terms of the Privacy Policy.

10. PUBLICITY RIGHTS: By participating in this Sweepstakes, each Entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use its name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for Sweepstakes, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor reserves the right to disqualify any Entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that Entrant's entry will be declared null and void and that person will not be awarded any Prize that they might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Promotional materials (including but not limited to point of sale, television and print advertising, Promotional packaging and other Promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNER LIST: To learn who won, send a self-addressed stamped envelope by January 30, 2027 to "2026 Bronco Wild Fund Sweepstakes" Winner List, 35610 Mound Road, Dept. 900, Sterling Heights, MI 48310.

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