

# Shell ROTELLA SUPERRIGS

## TRUCK BEAUTY CONTEST OFFICIAL RULES

To be eligible to enter the Shell ROTELLA SuperRigs® Truck Beauty Contest (the Contest™), you must: (a) be a legal resident of, and reside within, the fifty United States, the District of Columbia or Canada; [residents of Quebec are not eligible to participate] (b) be at least eighteen (18) years of age at the time of entry; (c) have a working truck (unless you are entering the Non-Working / Show Truck category). Proof of inter- or intrastate commerce must be provided to register as a contestant: State/Province DOT authority, tractor VIN#, Original Government Issued Vehicle Registration card (or duplicate of original) and driver CDL#.

Any contestant entered in the Shell Rotella SuperRigs event must hold a current CDL license and ensure that their vehicle is only operated by a licensed driver, who also holds a CDL license. If contestant does not adhere to this or any other established rules for the Shell Rotella SuperRigs event, they will be subject to disqualification and forfeiture of any and all awards received.

Trucks competing in the **Working Truck Category**, contestant must meet the following criteria: (a) must show that he/she has historically logged a minimum of 85,000 miles annually on the truck being entered into the Shell Rotella SuperRigs contest, or (b) show documentation that he/she has averaged at least 6,250 miles per month over a 6 month period prior to engaging in any customization that had taken the truck out of service (Out of Service time cannot exceed 6 months prior to competing in the Shell Rotella SuperRigs event), or (c) has logged at least 6,250 miles per month since completing the customization of the truck and can provide documentation that shows that the truck (entered in the event) had averaged at least 6,250 miles per month over a 6 month period prior to be taken out of service for customization. Shell reserves the right to check ECM module to verify working truck eligibility. Trucks competing in the Working Truck Category may also compete in the specialty categories if so desired. Classic Truck Category must comply with the same criteria as the Working Truck category; in addition, they must be 15 years of age or older.

Trucks competing in the **Limited Mileage Working Truck Category** are defined as those trucks where the driver has historically shown that they actively (3-5 days per week / 8+ hours per day) utilize their truck in a manner consistent with hard work, however, due to the circumstances associated with their routes/loads, are not able to meet the minimum mileage requirements associated with the Working Truck Category. A Limited Mileage Working Truck is defined as a Class 8 commercial truck of any model year that meets minimum DOT/Commerce requirements for its type, is licensed and insured as a working truck; however, does not work the minimum number of miles required to compete as a Working Truck in the Shell ROTELLA SuperRigs contest. Shell reserves the right to check ECM module to verify working truck eligibility. Trucks competing in the Limited Mileage Working Truck Category may also compete in the specialty categories if so desired.

Trucks competing in the **Non-Working Truck/Show Truck Category** are defined as those trucks that do not meet the eligibility guidelines associated with the Working Trucks or Limited Mileage Working Truck Categories. In addition, the primary usage of the truck is for participation in truck beauty contests. Show Trucks are only eligible to compete in the Non-Working Truck/Show Truck Category and are not eligible to compete in the Specialty Categories.



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The **SPECIALTY CATEGORY** includes five awards that are based on the appearance, customization, up-keep and/or maintenance of the truck which include: Best Interior, Best Chrome, Best Theme, Best Engine and Best Lights. Only trucks indicating their desire to participate in these categories on the official registration form are eligible to compete.

The **SPECIAL RECOGNITION CATEGORY** includes (a) one award based upon the sole discretion of Shell and the Shell Rotella SuperRigs judges; the Most Hardworking Trucker Award. Contestants interested in competing for this award can fill out a survey that shares their hard-working story. Contestant stories will be evaluated and rated on levels of: challenging situation/environment, uniqueness, originality. Stories may be verified. A panel of Shell Rotella SuperRigs staff will select the top-rated story; (b) one award based upon popular vote of SuperRigs contestants and event spectators; the People's Choice Award. Contestants and spectators may register their vote for the People's Choice award on-line. People will walk around the event grounds to find the truck they like the best and then visit [www.superrigspeopleschoice.com](http://www.superrigspeopleschoice.com) to cast their vote via the truck number displayed on the truck's windshield.

A panel of celebrity judges from the industry will score each rig competing in each category based on the following criteria: appearance, design, detail/finish, originality, and workmanship (full list of award categories within). The Best Engine and Best Interior categories will be judged based on their physical appearance. The 2019 event will take place at Trails Travel Center, 820 Happy Trails Ln, Albert Lea, MN 56007 (event venue). Judging will take place on site Thursday, July 25, 2019 and Friday, July 26, 2019; 7:30am to 5:00pm, as well as Saturday, July 27, 2019 from 7:30am to 11:30am. All times listed are in the local time zone, Central Standard Time. The only exception is judging for the Best Lights category, which shall take place between 8:00 p.m. to 10:00 p.m. on Friday, July 26, 2019, at Trails Travel Center. After registering, contestants can elect to have their trucks judged any day during the posted judging hours. Please note – all judges are volunteers and not paid for their time. Additionally, the scores assessed by any contestant is a subjective score based solely on the judges' personal evaluations of that truck based on the appearance, design, detail/finish, originality and workmanship compared to other trucks competing in the same category(ies)

You need not be present at the awards ceremony to be a potential winner. Purchase or use of Shell products not required to win. Everyone who enters will receive a free Shell ROTELLA SuperRigs® cap and T-shirt, one gallon of Shell ROTELLA® T Triple Protection® heavy-duty engine oil and one gallon of Shell ROTELLA® ELC Pre-Diluted 50/50 Extended Life coolant/antifreeze.

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Potential winners will be announced at approximately 3:00pm at an awards ceremony held at Trails Travel Center on Saturday, July 27, 2019. Those potential winners not present will be notified by first-class mail. In order to be declared a winner, each potential winner will be required to sign an Affidavit of Prize Eligibility and Liability/Publicity Release, which must be returned within seven days of notification, and confirm all other eligibility requirements or prize will be forfeited. Winners agree that their name, likeness, portrait, picture and voice may be used for advertising and promotional purposes for this or similar promotions in any and all media now or hereafter in perpetuity without additional compensation, notification or permission, unless prohibited by law. Prizes cannot be transferred or substituted for cash or other prizes, except at the discretion of the Sponsor. All winners will receive trophies and will share more than \$25,000 in cash and prizes.

### **WORKING TRUCK CATEGORIES:**

#### **• Best of Show (3 awards)**

#### **Award Value**

- |                               |  |
|-------------------------------|--|
| 1. Best of Show               | \$10,000 & Trophy & 50,000 MyMilesMatter Reward Points |
| 2. Best of Show 1st Runner-Up | \$4,000 & Trophy & 40,000 MyMilesMatter Reward Points  |
| 3. Best of Show 2nd Runner-Up | \$2,000 & Trophy & 30,000 MyMilesMatter Reward Points  |

#### **• Tractor Division (5 awards)**

- |                               |   |
|-------------------------------|---|
| 1. 1st Place Tractor Division | \$1,500 & Trophy & 10,000 MyMilesMatter Reward Points |
| 2. 2nd Place Tractor Division | \$1,000 & Trophy & 8,000 MyMilesMatter Reward Points  |
| 3. 3rd Place Tractor Division | \$750 & Trophy & 7,000 MyMilesMatter Reward Points    |
| 4. 4th Place Tractor Division | \$500 & Trophy & 6,000 MyMilesMatter Reward Points    |
| 5. 5th Place Tractor Division | \$250 & Trophy & 5,000 MyMilesMatter Reward Points    |

#### **• Tractor Trailer Division (5 awards)**

- |                                       |   |
|---------------------------------------|---|
| 1. 1st Place Tractor Trailer Division | \$1,500 & Trophy & 10,000 MyMilesMatter Reward Points |
| 2. 2nd Place Tractor Trailer Division | \$1,000 & Trophy & 8,000 MyMilesMatter Reward Points  |
| 3. 3rd Place Tractor Trailer Division | \$750 & Trophy & 7,000 MyMilesMatter Reward Points    |
| 4. 4th Place Tractor Trailer Division | \$500 & Trophy & 6,000 MyMilesMatter Reward Points    |
| 5. 5th Place Tractor Trailer Division | \$250 & Trophy & 5,000 MyMilesMatter Reward Points    |

#### **• Classic Division (5 awards)**

- |                               |   |
|-------------------------------|---|
| 1. 1st Place Classic Division | \$1,500 & Trophy & 10,000 MyMilesMatter Reward Points |
| 2. 2nd Place Classic Division | \$1,000 & Trophy & 8,000 MyMilesMatter Reward Points  |
| 3. 3rd Place Classic Division | \$750 & Trophy & 7,000 MyMilesMatter Reward Points    |
| 4. 4th Place Classic Division | \$500 & Trophy & 6,000 MyMilesMatter Reward Points    |

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5. 5th Place Classic Division \$250 & Trophy & 5,000 MyMilesMatter Reward Points

**LIMITED MILEAGE WORKING TRUCK CATEGORY:**

• **Limited Mileage Working Truck (3 awards)**

1. 1st Place Limited Mileage Division \$1,500 & Trophy & 10,000 MyMilesMatter Reward Points  
2. 2nd Place Limited Mileage Division \$1,000 & Trophy & 8,000 MyMilesMatter Reward Points  
3. 3rd Place Limited Mileage Division \$750 & Trophy & 7,000 MyMilesMatter Reward Points  
4. 4th Place Limited Mileage Division \$500 & Trophy & 6,000 MyMilesMatter Reward Points  
5. 5th Place Limited Mileage Division \$250 & Trophy & 5,000 MyMilesMatter Reward Points

**NON-WORKING / SHOW TRUCK CATEGORY:**

• **Non-Working / Show Truck (3 awards)**

1. Non-Working Show Truck \$250 & Trophy & 10,000 MyMilesMatter Reward Points  
2. Non-Working Show Truck \$250 & Trophy & 10,000 MyMilesMatter Reward Points  
3. Non-Working Show Truck \$250 & Trophy & 10,000 MyMilesMatter Reward Points

**SPECIALTY CATEGORIES:**

The Specialty Categories (Best Interior, Best Chrome, Best Theme, Best Engine, and Best Lights categories) are optional categories and only those trucks indicating their desire to compete in these categories on the official registration form are eligible for the associated awards. The Awards for this Category are as follows:

1. Best Interior (1 award) Trophy & 15,000 MyMilesMatter Reward Points  
2. Best Chrome (1 award) Trophy & 15,000 MyMilesMatter Reward Points  
3. Best Theme (1 award) Trophy & 15,000 MyMilesMatter Reward Points  
4. Best Engine (1 award) Trophy & 15,000 MyMilesMatter Reward Points  
5. Best Lights (1 award) Trophy & 15,000 MyMilesMatter Reward Points

**SPECIAL RECOGNITION CATEGORIES:**

1. Most Hardworking Trucker<sup>1</sup> (1 award) \$500 & Trophy & 10,000 MyMilesMatter Reward Points  
2. People's Choice (1 award) \$250 & Trophy & 10,000 MyMilesMatter Reward Points



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<sup>1</sup> Contestants interested in competing for the Most Hardworking Trucker award, may complete their survey during the on-line registration process or pick up a survey at on-site Registration and tell their personal story of how they worked hard over the past year. In order to participate, completed surveys on-site must be turned in during open registration hours from 7:00 am to 5:00 pm on Thursday, July 25, 2019 and Friday, July 26, 2019 and from 7:00 am to 10:00 am on Saturday, July 27, 2019. All times listed are in the local time zone, Central Standard Time. Contestant stories will be evaluated and rated on levels of: challenging situation/environment, uniqueness, originality. Stories may be verified. A panel of Shell ROTELLA SuperRigs staff will select the top-rated story. Winner will be announced on Saturday, July 27, 2019 during the SuperRigs awards ceremony.

Contestants and spectators can register their vote for the People's Choice award at [www.superrigspeopleschoice.com](http://www.superrigspeopleschoice.com). People are encouraged to walk around the event grounds to find the truck they like the best and then make their submission on-line. On-line voting closes at 11:30am (CST) on July 27, 2019. Votes are counted and the truck number with the most votes will be the potential winner. In the event of a tie, winner is decided at the discretion of the Shell ROTELLA event staff.

With the exception of the People's Choice award, all award categories will be judged by our independent panel of industry judges. Odds of winning for any of the award categories will depend on the number of eligible Contestants entered and the individual assessment by the judges as to the worthiness of that entry in relation to others competing in that same category.

All Shell ROTELLA SuperRigs contest contestants receive a non-cash prize package of approximately \$50 each. Based on judging results, individuals are eligible to win in more than one category. For any awards in excess of \$500 they will be awarded via check within 60 business days of the close of the event. \*All cash awards are paid in US currency. A complete winner list will be available at [https://rotella.shell.com/en\\_us/superrigs.html](https://rotella.shell.com/en_us/superrigs.html) after completion of the event.

All applicable taxes, licenses, transfer fees on all prizes, and any other associated costs of redeeming a prize are the sole responsibility of the prize winner. Where applicable, a 1099 will be provided.

By entering this Contest, participants (i) agree to be bound by these Official Rules, and the decisions of SOPUS Products shall be final and binding in all matters relating to the contest; (ii) agree to release and hold harmless SOPUS Products, its parent companies, affiliates, subsidiaries, their promotion suppliers, and their advertising and promotion agencies and their respective directors, officers, employees, representatives and agents ("Released Parties") for personal injuries, death, damages, expenses or costs or losses of any kind, including direct, indirect, consequential or punitive damages, resulting from participation or inability to participate in this Contest or acceptance of or use or inability to use a prize or parts thereof, including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory; and (iii)



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acknowledge that said Released Parties have neither made nor are, in any manner, responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize.

By entering the contest, each entrant who is a legal resident of the fifty United States (including the District of Columbia) agrees that the contest and the interpretation of these rules shall be governed by the laws of the State of Texas. By entering the contest, each entrant who is a legal resident of Canada (excluding Quebec) agrees that the contest and the interpretation of these rules shall be governed by the laws of the Province of Alberta and federal laws of Canada applicable therein and such entrant shall irrevocably submit to the exclusive jurisdiction of the courts of the Province of Alberta in respect of any claim or matter arising under or in connection with the contest or these rules. Contest void where prohibited by law.

If for any reason the contest is not capable of running as planned, including but not limited to tampering, unauthorized intervention, fraud, cheating, technical failures, or any other causes, technological or otherwise, which corrupt, disrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Contest, SOPUS Products reserves the right in its sole discretion to cancel, terminate, modify or suspend any and all aspects of the contest, and SOPUS Products reserve the right, but not the obligation, to select the winners from eligible entries received prior to the date of such action, or as otherwise deemed equitable by SOPUS Products.

SOPUS Products may prohibit participation in the Contest (or any portion thereof) at its sole discretion, if a participant shows a disregard for these rules or act: (a) in a manner determined to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other participant or SOPUS Products; or (c) in any other disruptive manner. Persons who tamper with or abuse any aspect of the Contest, as solely determined by SOPUS Products, will be disqualified. SOPUS Products will include an opt-in on this promotion for consumers to receive information about our products and offers.

SOPUS Products reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest at any time, without notice. No more than the stated number of prizes will be awarded. Unclaimed prizes, if any, will not be awarded and will remain the property of SOPUS Products. Employees of SOPUS Products, its parent companies, affiliates, subsidiaries, their promotion suppliers, advertising agencies and employees, and members of their immediate families or household are not eligible to participate. For a list of all winners, go to [https://rotella.shell.com/en\\_us/superrigs.html](https://rotella.shell.com/en_us/superrigs.html), or send a stamped, self-addressed envelope postmarked no later than August 31<sup>st</sup>, 2019, to: Winners List, ROTELLA SuperRigs® Headquarters, 150 North Dairy Ashford, Suite F0538A, Houston, Texas 77079.

By entering this contest, any personal information entrants submit will be disclosed to the Sponsor and will be used only by us consistent with our privacy policy. Full language for that policy can be found at <https://www.shell.us/privacy.html>

The Shell ROTELLA SuperRigs® event official Sponsor is SOPUS Products, 150 N. Dairy Ashford, Houston, Texas 77079.