

<p style="text-align: center;">RULES OF THE GAME "L'ECURIE FORD MUSTANG" ORGANIZED BY L'ECURIE AGENCY</p>

ARTICLE 1

The company L'Ecurie Production: limited liability company with capital of 10,000 euros registered at the Paris (Registre du Commerce et des Sociétés) under the number 524 891 686 and having its offices 44 rue Lucien Sampaix - 75010 Paris, (hereinafter referred to as "the Organizing Company") designated as the event agency of Ford France, will organize a free national game without purchase (hereinafter "the Game"), from August 31st to September 15th, 2015 as part of the operation « L'Ecurie Ford Mustang ».

ARTICLE 2

The Game will enter into effect on August 31st, 2015 at 8AM and end on September 15th, 2015 at 5PM.

The participation to the Game implies the full and irrevocable acceptance of the present Rules.

Only sole participation per person will be taken into consideration (same name and same first name).

The Organizing Company reserves itself the right to make all necessary verifications regarding the identity, age and address of the participants (hereinafter referred to as "Participant" or the "Participants"). Any false indication of identity or any false address will conduct to the elimination of the Participant.

The participation to the Game is reserved to particulars (at the exclusion of companies), who have reached the legal majority (the identity cards being used as piece of evidence), the following persons being excluded of the possibility of participating to the Game: employees of the organizing company, employees of Ford France and any other person involved or participating directly or indirectly in the conception, design, implementation or management of the Game.

Any incomplete registration to the game, or contrary to the terms outlined in the present Rules, in particular containing false information, submitted after the deadline and/or falsified, will be considered as being void.

ARTICLE 3

The present Game is free and does not contain any purchase obligation. It is accessible online, on the following websites: www.designboom.com www.lecuriefordmustang.com, from August 31st to September 15th, 2015.

ARTICLE 4

In order to participate to the Game, the Participants will have to download from the websites www.lecuriefordmustang.com and/or www.designboom.com the plan of the Ford Mustang. They will then have to draw on the downloaded model of the Ford Mustang their own creation (lining). Finally,

they will have to post before September 10th, 2015 their own creation on their Instagram account with the hashtag #lecuriefordmustang.

Any participation must be fair.

It is strictly forbidden, by any means whatsoever, to modify or attempt to modify the proposed Game device.

Ten (10) people will be selected from the Instagram images with the most "like".

A jury of nine (9) people will nominate the Winner:

- For Ford France: Mr. Patrick BEGAUD
- To Design Boom: Ms. Birgit LOHMANN
- For L'Ecurie Production: Mr. Patrice MEIGNAN
- For Blue Hive: Ms. Virginia DESPOIS and Mr. Sylvain MICHEL; as well as the five artists composing the team "L'Ecurie Ford Mustang".

The deadline for participating in the Game is September 15th, 2015 at 12AM.

The jury deliberation will take place on September 15th, 2015 at 5PM.

The Winner will be contacted via Instagram, from September 15th and before September 20th, 2015 so that he can communicate his design in order for the Organizing Company to proceed to the printing and wrapping of the Ford Mustang.

ARTICLE 5

The design created by the Winner will be wrapped on the Ford Mustang and exhibited at the occasion of a party event on September 24th, 2015 to which he will be invited (hereinafter "the Reward").

In order to enable the winner to attend the exhibition event of his work, the Organizing Company will refund his costs of accommodation and transportation within the limits of a maximum amount of € 350 (three hundred and fifty euros). These costs will be reimbursed after sending of the IBAN/BIC banking details and the relevant pieces of evidence to the Organizing Company address as referred to in Article 1.

The Award cannot be awarded in a form other than provided by these present Rules. It can not be subject to any dispute or claim of any kind whatsoever, nor be resumed, nor exchanged, nor be subject to any form of payment of its value in cash at the demand of the winner.

ARTICLE 6

Will not be considered valid:

- Entries made after the date and time limits for participation
- Proposals not reaching the criteria of Ford's image or more generally creating a prejudice to its image, particularly through design proposals featuring nudity, obscenity, etc. or elements holding the copyright of a third party.

The Organizing Company reserves itself the right to extend, shorten, modify or cancel the Game in case of force majeure (or Acts of God).

The Organizing Company, in compliance with the conditions held hereby, may amend the present rules at any time under the form of an appendix.

The Organizing Company may cancel or suspend all or part of the Game should it appear that fraud have occurred in any form whatsoever in connection with the participation to the Game.

In this case, it reserves itself the right to not award the prize to the fraudsters and/or continue before the competent courts the perpetrators of such frauds.

ARTICLE 7

Any Participant authorizes Ford France, in the scope of the present Game, to use his name, first name as part of its advertising communication without restrictions or reserves, and without it justifying any counterpart such as a fee, or a right or any other benefit than the award of his lot.

In accordance with the Data Protection Act of January 6, 1978, amended in 2004, the Participants have a right to access and of correction of the data concerning them as well as a right of opposition of the processing of the latter.

Such right may be exercised by contacting L'Ecurie Production, a limited liability company with share-capital of 10,000 euros registered at the Paris « Registre du Commerce et des Sociétés » under the number 524 891 686 and located 44 rue Lucien Sampaix - 75010 Paris. In the event of a radiation request, the Participants will no longer receive any information.

The data collected as part of the Game will undergo computer processing. Participants authorize any form of verification concerning their identity, their age, or their postal address. Any false declaration, indication of identity or false address will result in an immediate elimination of the Participant.

ARTICLE 8

This Game and the interpretation of these Rules are subject to French law.

If one or more provisions of these Regulations were to be declared invalid or unenforceable, the validity of the remaining provisions will not be affected in that the other provisions shall remain in full force and effect.

The Rules may be amended at any time under the form of an appendix by the Organizing Company, in compliance with the stated conditions, and published by an announcement online on the site. If modified, the amendment (appendix) will be registered at CERTEA Bailiffs, 103 rue Lafayette - 75010 Paris.

The following Rules are registered at the following address: CERTEA Bailiffs, 103 rue Lafayette - 75010 Paris

The following Rules are available for free to anyone who request it at the following address up to a month following the end date of the Game "Jeu L'ECURIE FORD MUSTANG - L'Ecurie Production, 44 rue Lucien Sampaix, 75010 Paris "or on the website www.lecuriefordmustang.com.

The access related connection cost on the www.lecuriefordmustang.com website in order to have knowledge of the game will be reimbursed under the terms of a fixed basis of 5 minutes of connection on the local France Telecom tariff, upon simple written request to the following address « Jeu L'ECURIE FORD MUSTANG - L'Ecurie Production, 44 rue Lucien Sampaix , 75010 Paris ».

Each submission must include only one request for reimbursement for a single participant (one envelope: one refund request). The corresponding stamp will also be reimbursed based on the rate in force for a letter weighing less than 20 grams) upon express request made simultaneously with the request for reimbursement of connection costs.

Any request for reimbursement of connection costs will necessarily be accompanied by the name and address of the Participant, the title of the Game, banking details (IBAN, RIP or RICE), and a copy of the detailed invoice of the ISP to which he has subscribed to. Any request, in order to be taken in consideration, must be received by writing no later than 30 days after the closing of the Game, the postmark being considered as a piece of evidence.

Any reimbursement request shall succeed if the Participant benefits of a global Internet access offer.