

DURANGO



ZACATECAS



SAN MIGUEL DE ALLENDE



MORELIA



QUERÉTARO



CDMX



OAXACA



ANNEX "A" 2018



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1 State Delegates

1.1 State Delegates.

a) The State Delegates will be appointed by the Organizing Committee of La Carrera Panamericana, its functions and limitations are stated in Annex A of the La Carrera Panamericana' rule-book.

State Delegates are sporting representatives of the Organizing Committee of La Carrera Panamericana in the State for which they were appointed, allowing them to represent La Carrera Panamericana before the state authorities to execute administrative procedures such as permits and collaboration agreements, previous notification of the delegate to the Organizing Committee of La Carrera to obtain approval.

The State Delegates agree to develop a manual of activities in their State, that must contain general information of the visit of the La Carrera, as well as a security plan and a map of the locations of the starting arcs and the finish line.

The State Delegates may appoint collaborators to assist them in the different areas and activities of La Carrera, to maintain direct and immediate communication with the different area directorates in the Organizing Committee of La Carrera. The names and telephone numbers of these collaborators must be sent to the Organizing Committee at least one month before the start of La Carrera to designate accreditations.

b) State Delegates may temporarily use the image, brand and/or design of La Carrera Panamericana, prior written authorization of the Organizing Committee and with the sole purpose of disseminating, at the expense, risk and responsibility of the State Delegates, the activities of La Carrera in their State, whether in print, digital and/or audiovisual media and only for the duration of La Carrera Panamericana 2018 and non-profit. They may also produce identification elements to indicate the routes and identify local volunteers, without profit, respecting the limitations set forth in Annex A on the use of these, it is mandatory to have the prior authorization of the Organizing Committee to produce these items and clearly state its pur-

pose in the event.

If the State Delegates do not obtain the prior and written approval of the Organizing Committee to use the image, brand and/or design of La Carrera Panamericana in accordance with the previous paragraph, it is strictly forbidden for the State Delegates to use and publish any material related to the image, brand and/or design of La Carrera Panamericana at State, Municipal, National and International level, otherwise it will be subject to the responsibilities and legal penalties provided for by the applicable law and in particular by the provisions of the Criminal Legislation for Mexico City and its correlatives in the states of Mexico, and the payment of damages that such behavior brings to the Organizing Committee, as well as the initiation of administrative infringement procedures set forth in the Industrial Property Law of Mexico and the Copyright Law or any other similar procedure abroad under the applicable legislation and in the payment of any and all damages and losses resulting therefrom to the Organizing Committee of La Carrera Panamericana.

c) The State Delegates can request the Organizing Committee to add a local exhibitor sponsor to the finish line in their State, in turn the Organizing Committee will analyze the proposal in order to avoid conflicts between sponsoring brands, once a decision has been made the delegate will be informed of the approval or disapproval of the request, which is left to the discretion of the Organizing Committee of La Carrera.

The Organizing Committee of La Carrera Panamericana reserves the right to act legally, against any individual or corporation that uses the image, brand and/or design of La Carrera Panamericana for commercial, profit or alienation purposes.

1.2 Participating Crews and Registered Teams

1.2.- Participating Crews and Registered Teams

a) All crews and teams that are duly registered to La Carrera Panamericana 2018 may use the design-logo and brand of La Carrera Panamericana only on the following items, during the duration of La Carrera Panamericana 2018 and prior written authorization of the Organizing Committee:

- On the uniforms of competitors and their team members
- On your service and logistics support cars, duly registered.
- In advertising elements of your team, postcards, flyers, etc.

The crews and teams must respect all the provisions of Article 1 of Annex A and Article 7.7 of the La Carrera Panamericana's 2018 rulebook.

The use of the image, brand, design and/or logo of La Carrera Panamericana either with or without commercial or lucrative purposes, including but not limited to known or as yet unknown media, in any electronic form, printed, written, recorded (audio or video), on the internet or otherwise, will require the execution of a trademark license agreement in writing with PROMOSTAGE S.A. de C.V., who is the promoter of La Carrera Panamericana

The promoter (PROMOSTAGE S.A. de C.V.) of the event reserves its right to act legally, against any individual or corporation that uses the image of La Carrera Panamericana for purposes other than those previously authorized in writing, whether for profit or alienation or not of the brand, logo and images that contain the La Carrera Panamericana brand.

1.3 Media or Audiovisual Production Companies

1.3.- Media or Audiovisual Production Companies

The guidelines for the use of the La Carrera Panamericana brand are detailed below for mass media and audio-visual production companies, which previously entered into a written-corporative business alliance with La Carrera Panamericana and the promoter, PROMOSTAGE, S.A. de C.V.

a) Press: the printed media (magazines, newspapers and supplements) may use the logo, design, images and trademark La Carrera Panamericana, prior written authorization from the Organizing Committee and the promoter PROMOSTAGE, S.A. de C.V. and in accordance with the provisions of article 1 of Annex A, if the medium wants to develop a commercial supplement.

b) Television: television programs, television channels, whether open, cable or satellite, can

use the logo, design, images and brand La Carrera Panamericana, prior written authorization of the Organizing Committee and the promoter, PROMOSTAGE, S.A. de C.V., and in accordance with the provisions of article 1 of Annex A.

c) Radio and Podcast: All the audio media can use the logo, design, images and brand La Carrera Panamericana, prior written authorization of the Organizing Committee and the promoter, PROMOSTAGE, S.A. de C.V., and in accordance with the provisions of article 1 of Annex A.

d) Editorial: Written media (other than books), online, TV, Radio and Podcast that cover La Carrera Panamericana may use the name, logo and general image of La Carrera Panamericana only for editorial purposes, without any problem.

e) Accreditation to cover La Carrera Panamericana: All written, online, TV, Radio and Podcast media to be accredited, are required to send three

previous publications regarding the competition. The promoter (PROMOSTAGE S.A. de C.V.) of the event reserves its right to act legally, against any individual or corporation that uses the image of La Carrera Panamericana for purposes other than those previously authorized in writing, whether for profit or alienation or not of the brand, logo and images that contain the La Carrera Panamericana brand.

1.4 Electronic Media, Digital Media and mass Media (Digital Platforms)

1.4.- Electronic media, digital media, and mass media. (Digital Platforms)

a) The guidelines for using the La Carrera Panamericana brand are detailed below. Electronic and digital mass communication media, which previously entered into a corporate commercial alliance with La Carrera Panamericana and the promoter (PROMOSTAGE S.A. de C.V.), are required to share all the digital material and content by submitting a copy to the promoter for the uses such party may deem convenient.

The electronic and digital communication media (social networks, applications, and any digital platform) can use the logo, design, images and brand La Carrera Panamericana, prior written authorization of the Organizing Committee and the promoter (PROMOSTAGE S.A. de C.V.), and in accordance with the provisions of article 1 of Annex A, and within the territorial limits set forth in the agreement or contract.

The promoter (PROMOSTAGE S.A. de C.V.) of the event reserves its right to act legally, against any individual or corporation that uses the image of La Carrera Panamericana for purposes other than those previously authorized in writing, whether for profit or alienation or not of the brand, logo and images that contain the La Carrera Panamericana brand.



1.5 Sponsors and Collaborators

1.5.- Sponsors and collaborators

a) The sponsors of La Carrera Panamericana they must comply the agreements reached in the commercial contract they executed with the promoter (PROMOSTAGE S.A. de C.V.) of La Carrera Panamericana for using the logo, design, images and brand La Carrera Panamericana, otherwise the Organizing Committee and the promoter reserve their right of procedure.

All photographic and video material produced for a sponsor of La Carrera Panamericana, MAY NOT be transferred, shared, sold or marketed by a third party in any of its forms, failure to comply with the aforementioned, the promoter reserves its right of procedure, as well as the agreements reached by the sponsoring brand and the promoter of La Carrera Panamericana.

b) The collaborators of La Carrera Panamericana can use the brand and image as long as they do not have a profit or personal benefit, otherwise, the Organizing Committee and the promoter of the event reserve their right of procedure.

1.6 Photographers, camera operators or audiovisual production houses that wish to develop products or services

1.6.- Photographers, camera operators or audiovisual production houses that wish to develop products or services for profit or commercial purposes aimed at competitors and publishing houses must comply with the provisions of this article.

Photographers, camera operators and audiovisual production houses who wish to perform professional works for the purpose of selling or marketing them, must send a request for registration at least 30 days before the start of La Carrera Panamericana 2018 addressed to the Organizing Committee and the promoter of the event. The request must include a written document detailing the type of work to be performed, logistics and activities during the race, as well as the type of products, materials or services it attempts to market or sell.

The Organizing Committee and the Promoter of the event will review this request, which can be accepted or rejected at will, in their best interest; if the application is approved, the owner will be notified and shall pay \$6,000.00 Mexican pesos as a registration fee for each individual or corporation that will perform works of this type.

Photographers, camera operators and audiovisual production houses must deliver to the Organizing Committee and promoter of the event the number of images, videos or materials previously agreed between both parties, they must deliver 2 samples of the materials or works in their final presentation that they will develop for marketing and selling.

All photographers, camera operators and audiovisual production houses must submit to the Media Coordinator of La Carrera Panamericana, during the development of La Carrera Panamericana 2018 and during the awards' dinners, the material collected during the day. Failure to timely comply with such deliveries will result in denial of registration to La Carrera Panamericana 2019

The promoter of the event reserves its right of procedure, against any individual or corporation that uses the image of La Carrera for purposes other than those previously authorized in writing, whether for profit or alienation of the brand, logo, and images that contain the La Carrera Panamericana brand.

The promoter (PROMOSTAGE S.A. de C.V.) of the event reserves its right to act legally, against any individual or corporation that uses the image of La Carrera Panamericana for purposes other than those previously authorized in writing, whether for profit or alienation or not of the brand, logo and images that contain the La Carrera Panamericana brand.

1.7.- Photographers and Cameramen registered by a team

1.7.- Photographers and Cameramen registered by a team (without commercial purposes) or Audiovisual Production Houses

All photographers, camera operators, press officers, team members who are registered by a participating crew of La Carrera Panamericana 2018 must comply with the provisions of Article 1 of Annex A and Article 7.7 of the La Carrera Panamericana 2018 rulebook, and fully respect the limitations set forth therein, as well as adhere to the agreements reached by the sponsoring brands and the promoter of La Carrera Panamericana.

The crews registered in La Carrera Panamericana they must respect the limitations set forth in the rulebook of La Carrera Panamericana and Annex A for photographers and camera operators registered by this crew since the crew will be directly responsible for the actions or activities they perform during La Carrera. It is required to submit to the promoter faithful copy of all video, photographs and digital material produced, and it is strictly prohibited to sell or commercialize these materials, which will be for the exclusive use of the crew that registered them, with the sole purpose of disseminating and promoting their participation in La Carrera. In order to carry out the aforementioned, it is necessary to have in writing the prior authorization of the Organizing Committee at the sole discretion of the promoter and in accordance with the provisions previously established.

The promoter of the event reserves its right of procedure, against any individual or corporation that uses the image of La Carrera for profit or alienation of the brand, logo, and images that contain the La Carrera Panamericana brand.

2 General Information for the State Delegates, Participating crews and registred teams

2.- General information for the State Delegates; participating crews and registered teams; media or audiovisual production houses (written press, television, radio and podcast, editorial; accreditation to cover La Carrera Panamericana); mass dissemination electronic, digital and multimedia media (digital platforms); sponsors and collaborators; photographers, cameramen or audiovisual production companies that wish to develop products or services for profit or commercial purposes aimed at competitors and publishing houses; photographers and cameramen registered by a team (without commercial purposes) or audiovisual production houses; hereinafter THE PARTICIPANTS.

THE PARTICIPANTS will be solely responsible and required to perform the necessary arrangements for the organization, financing, distribution as well as for the general direction, publication, and any other permit, authorization, management or procedure necessary to carry out their purposes within LA CARRERA PANAMERICANA 2018 in the terms stated herein, so that from this moment they absolve the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) of any present or future liability, and they shall indemnify and hold them harmless against any claim, lawsuit or fine of any third party, either civil, criminal, administrative or otherwise, arising during or after the term of LA CARRERA PANAMERICANA 2018, and restitution for damages and losses caused by said behavior.

Likewise, THE PARTICIPANTS agree that they will be solely responsible for covering all costs arising from their attendance to LA CARRERA PANAMERICANA 2018, including, but not limited to, expenses of its personnel, materials, tools, equipment, fees, salaries, wages, meals, transfers, travel expenses, costs related to the equipment that THE PARTICIPANTS require, since they are solely responsible for their actions inside and outside

LA CARRERA PANAMERICANA 2018, therefore, as of this moment they absolve the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) against any claim, lawsuit or fine that may arise in the event of non-compliance.

Arising from the trademark license agreement including the use of the brand, design, logo or name of LA CARRERA PANAMERICANA that previously and in writing, and if applicable, were granted by the promoter (PROMOSTAGE, S.A. de C.V.), THE PARTICIPANTS take sole responsibility, whether civil, criminal, administrative or otherwise, arising from THE TOURIST PACKAGES and are required to hold the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) harmless against any claim, lawsuit or fine in case of non-compliance. THE PARTICIPANTS are required and agree to adhere to all the civil protection procedures or any other that are stated by the applicable law and authorities;

THE PARTICIPANTS shall always hold the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) harmless against any claim, lawsuit or fine, therefore THE PARTICIPANTS take sole responsibility, whether civil, criminal, administrative or otherwise, regarding the organization, execution, promotion, and any other of their activities in LA CARRERA PANAMERICANA 2018, since neither the Organizing Committee nor the promoter (PROMOSTAGE, S.A. de C.V.) have absolutely no interference, nor interest, nor participation in the activities of THE PARTICIPANTS, and the PARTICIPANTS are solely responsible for requesting all licenses, authorizations, and applicable permits before the corresponding authorities, and as of this moment they absolve the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) of any present or future liability, that may arise before, during and after the event LA CARRERA PANAMERICANA 2018





THE PARTICIPANTS are required to respond to any loss, accident, damage, injury and death of any person, or claim of any type to any person, tourist or property that may arise related to their activities and acts inside or outside LA CARRERA PANAMERICANA 2018, and shall hold the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) harmless of any claim or liability that may arise.

The Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) will not be responsible in case of suspension or cancellation for any reason of La Carrera Panamericana 2018 or if it does not reach the location the PARTICIPANTS have been informed of, so THE PARTICIPANTS take responsibility in such circumstance, holding the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) harmless of any claim or liability that may arise from such suspension or cancellation.

In accordance with the foregoing, THE PARTICIPANTS agree that they will be the sole and exclusively responsible for, but not limited to, the organization, payments, logistics, preparation, permits, authorizations, personnel, promotion, and in general everything concerning its activities previously authorized in writing by LA CARRERA PANAMERICANA 2018, absolving the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) of any liability.

THE PARTICIPANTS are required to respond to any loss, accident, damage, injury and death of any person, or claim of any type to any person, or property that may arise inside or outside LA CARRERA PANAMERICANA 2018, and shall hold the Organizing Committee and/or the promoter (PROMOSTAGE, S.A. de C.V.) of any claim or liability that may arise before, during and after the La Carrera Panamericana 2018.

The parties agree that the copyrights of THE BRAND, name, logo, design of LA CARRERA PANAMERICANA AND DESIGN (hereinafter THE BRAND) are and will be the exclusive property of

THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.), and only THE ORGANIZING COMMITTEE AND/OR THE PROMOTE (PROMOSTAGE, S.A. DE C.V.) have the exclusive rights to use, exploit, disseminate, publish, exhibit, distribute, or dispose of it and of any material that contains it with or without economic purposes, in whole or in part, by any means or form of public and/or private communication or through any means of expression known and/or to be known.

THE PARTICIPANTS expressly acknowledge that THE BRAND are and will be the exclusive property of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) so that if it is previously authorized and in writing in accordance with the provisions of this document, they shall be used only for authorized purposes, otherwise "THE PARTICIPANTS" will be subject to legal responsibilities and sanctions provided by the applicable law and in particular as provided in the Criminal Legislation for Mexico City as well as their correlative in other states of the Mexican Republic, as well as to the payment of damages caused by such behavior to THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) .

THE PARTICIPANTS recognize that any right, whether copyright, industrial property right or any right that is generated as a result of the use of the BRAND, that is, that by virtue thereof a work or object is created which may be subject to property and/or patrimonial rights, or otherwise, these will be solely and exclusively owned by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.), who may use them freely in Mexico or anywhere in the world, as best suits you, in their best interest, during the term of LA CARRERA PANAMERICANA 2018, or after the termination thereof.

Likewise, it is expressly forbidden that THE PARTICIPANTS create content equal or similar to that of THE BRAND or any other with name or under the brand of LA CARRERA PANAMERICANA,

and it is expressly forbidden to use THE BRAND with any other purpose not previously approved and in writing by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

THE PARTICIPANTS acknowledge that THE BRAND is registered in the Mexican Institute of Industrial Property, as well as in the European Economic Community and in the United States of America, therefore THE PARTICIPANTS recognize the owner as the sole and exclusive holder of THE BRAND registered, trade names, logos, copyright, as well as other intellectual property rights mentioned to the owner of the trademark.

In this respect, all the literature, manuals, designs and other documents, including the logo, trade names, designs and trademarks of the brand owner, that THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) delivers to THE PARTICIPANTS or that they already have in their possession once authorized in writing, may be used by THE PARTICIPANTS only for the purposes previously authorized in writing and during its validity, therefor THE PARTICIPANTS shall use the BRAND, the logo, trade names, designs with the greatest respect, carefully and taking into account their prestige and image, and shall use them as they were registered, without variants and in strict compliance with the applicable law in Mexico or abroad, including the Mexican Industrial Property Law and its Regulations, in this respect THE PARTICIPANTS shall indemnify and hold the ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) harmless of any and all liabilities, losses, damages, costs, claims or demands of any nature that may arise from the use of literature, manuals, designs and other documents, including the logo, trade names, designs and trademarks used by THE PARTICIPANTS in a way different from that expressly authorized in writing by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

Under any circumstances may THE PARTICIPANTS may alter or modify THE BRAND. Neither may the brands be used or marked or in a way other than those authorized in writing by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) nor shall it be marked or mentioned in a way that alters the name, badge, brand or specifications of the brand owner's products.

THE PARTICIPANTS are required to respect the rights of industrial property and copyright of the owner of THE BRAND and it is forbidden that they register names, trademarks, commercial names or social reasons that may be similar to those of the owner of THE BRAND and design. In case of termination of the relationship for any reason between THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) and the PARTICIPANTS, the latter will stop using the names, brands, designs, badges or emblems that identify them as a contractors or participant of the owner of the brand and THE PARTICIPANTS agree to avoid any confusion that may arise from the continuation of their commercial relationship with the owner of the brand, and is required to reimburse the owner of the brand, THE ORGANIZING COMMITTEE AND/OR THE PROMOTER COMPANY (PROMOSTAGE, S.A. DE C.V.) any expenses, costs, attorneys' fees and other legal consequences that may be caused by the breach of this clause.

Any unauthorized use of THE BRAND and logos, including the logo, trade names, designs and brands by THE PARTICIPANTS will result in an administrative infringement proceeding stated in the Industrial Property Law of Mexico and the Copyright Law or any other similar proceeding abroad under the applicable law and, ultimately, in the payment of any damages and losses resulting therefrom.

THE PARTICIPANTS must use THE BRAND with the greatest respect, carefully and considering the prestige and image of it before any audience and during any advertising or promotion campaign.



THE PARTICIPANTS must use THE BRAND and design to as they were registered, without variants and in strict compliance with the applicable law in Mexico or abroad, including the Mexican Industrial Property Law and its Regulations.

THE PARTICIPANTS shall indemnify and hold harmless THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) against any liabilities, losses, damages, costs, claims or demands of any nature that may arise from the PARTICIPANTS' use THE BRAND in a way other than that expressly authorized in writing by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

THE PARTICIPANTS must use THE BRAND and design together with the "®" symbol or the mark "™" in all designs, labels, services, packages, advertising, promotional or screen materials, stationery, advertising, and any other item or service authorized in writing by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) .

If THE PARTICIPANTS become aware of any current or potential infringement of the literature, manuals, designs and other documents, including the logo, trade names, designs and brands of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) caused by the unauthorized use of a work, trademark or title identical or confusingly similar by a third party, THE PARTICIPANTS will immediately notify THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) and will provide the latter with a report with the details. The right to pursue legal action against potential offenders shall be exercised exclusively by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.). Under any circumstances may THE PARTICIPANTS pursue legal action against the offender, except with the prior written consent of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.). However, THE

PARTICIPANTS must cooperate with THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.), providing all reasonable assistance and any document or statement to defend the rights of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

It is forbidden that THE PARTICIPANTS grant licenses of THE BRAND and design to third parties without the prior written authorization of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) acknowledge that they have all the rights and authorizations necessary for the use and exploitation of THE BRAND that does not violate the exclusive rights of third parties.

In addition to any obligation of THE PARTICIPANTS in the terms of this document, the following are obligations of THE PARTICIPANTS, including but not limited to:

- a) Do not speak badly of the BRAND and DESIGN in public or in any electronic or printed media with relation nor with respect to the terms and conditions of this document that may be interpreted as inconsistent with the image it represents.
- b) Do not retain, under any circumstances and for any reason, documents of any kind received from THE ORGANIZING COMMITTEE AND/OR THE PROMOTING COMPANY (PROMOSTAGE, S.A. DE C.V.) or any third party to be delivered to THE ORGANIZING COMMITTEE AND/OR THE COMPANY PROMOTOR (PROMOSTAGE, S.A. DE C.V.).
- c) Respond, indemnify and hold THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) harmless against any damages and/or losses caused to THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) and/or third parties arising from (i) failure to comply with their obligations set forth in this document (ii) incom-



petence, negligence, bad faith or misconduct in the performance and/or related to this document, including acts and/or omissions caused by them or their staff.

d) Indemnify and hold THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) harmless of any expense, payment, liability, contingency it has to face as a result of any claim, lawsuit or any type of legal action exercised against it for the reasons mentioned in the preceding paragraph; therefore, it shall be responsible for the restitution of the damages and losses caused by its conduct in terms of this document, and shall also be responsible for its abuse exercising the powers conferred .

e) Always respect the measures and indications notified by THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.).

f) Comply with all applicable provisions contained in, including but not limited to, any Law, Regulation, Official Mexican Standard, Decree, Agreement, Guideline, whether federal, state and/or municipal and/or International Treaties that are related to their activities.

If for the fulfillment of their activities, THE PARTICIPANTS need to attend LA CARRERA PANAMERICANA 2018, they may do it but at their expense, risk and responsibility, and as of this moment, THE PARTICIPANTS, release, discharge and agree to disclaim and waive any rights and claims they may have against the institutions and/or individuals or corporations that, including but not limited to, are described in this document, regarding any claim or risk that may be suffered in their goods, equipment, personnel, staff or tourists or in their person or injuries that may arise, and, if appropriate, respond to the damages that may be caused to third parties, whether injuries or death, arising from their participation in LA CARRERA PANAMERICANA 2018, whatever its cause, motive or origin, including the negligence of the people they release from all liability or designated institutions or the negligence of any other person that participates or not in the event or LA CARRERA PANAMERICANA 2018

THE PARTICIPANTS agree and accept that there is no type of guarantee or insurance, whether implicit or commercial or capacity for a particular use, express or implied warranty applicable to any competition car, its parts, equipment, accessories related in any way with LA CARRERA PANAMERICANA 2018, no matter their origin. Likewise THE PARTICIPANTS agree and accept to waive any remedy, guarantee or liability express or implied that required by law or otherwise including all consequences, damages caused or not caused by negligence of the supplier of such goods or by any other person, death or injury of any person caused by or resulting from the manufacture, construction, design, formulas, development thereof, preparation, processing, assembly, inspection, testing, listings, certificates, notices, instructions, sale, advertisements, packaging, wraps or labels of this type of products or the components of a product or by the competition and participation of the vehicles in LA CARRERA PANAMERICANA 2018

THE PARTICIPANTS expressly acknowledge and accept that all activities related to motor racing are excessively dangerous and that they involve the risk of serious injury, death and physical and material damage. THE PARTICIPANTS agree that their presence as well as their staff's presence within the roads or facilities, participation or attendance at the LA CARRERA PANAMERICANA is voluntary and that it will depend on their skills and not on the good, equipment, assistance and conditions provided by others. THE PARTICIPANTS take responsibility for all risks of bodily injury, death or damage to property that are caused on their person, companions, as well as on their staff for any reason, including the negligence of the parties that previously released or other, when they are in the restricted areas that are defined in the paragraph that follows or when they are, watching, or collaborating for or in any way during your participation in LA CARRERA PANAMERICANA 2018

THE PARTICIPANTS express and declare that the institutions and persons whom they relieve



and remove from all liabilities are including but not limited to: FEDERACION MEXICANA DE AUTOMOVILISMO DEPORTIVO A. C.; COMISION NACIONAL DE RALLIES MEXICO, A. C.; Eduardo León Camargo in his capacity as Founder and Honorary President of the Organizing Committee of the event; The Organization, officials and employees; the General Director and Race Director of the event; Karen León Grossmann as owner of the LA CARRERA PANAMERICANA brand; Promo stage, S.A. de C.V. as the corporation that organizes the event; as well as Victor Manuel Segura Gudiño, in his capacity as legal representative of Promostage, S.A. de C.V; THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.); doctors, timekeepers and/or any person who collaborates in a paid or free way, directly or indirectly with LA CARRERA PANAMERICANA 2018; the owners of the facilities, the drivers, co-drivers, personnel and service vehicles; lessors, operators, designers, concessionaires constructors of the facilities and roads where LA CARRERA PANAMERICANA 2018 is carried out; participants of alternate events, officers and their assistants; owners of the cars, the drivers, members of the teams and everyone else located in restricted areas and roads as described in this document during LA CARRERA PANAMERICANA 2018; sponsors or advertisers, including without limitation all sponsors and advertisers of the teams, as well as advertisers, owners, lessors, manufacturers, distributors, vendors, wholesalers, inspectors and sponsors of all the cars and all the teams of LA CARRERA PANAMERICANA 2018 that are on the premises or roads during the event; all companies, persons or firms insured with a policy of bodily injury, death and/or civil liability processed through the FEDERACION MEXICANA DE AUTOMOVILISMO DEPORTIVO, A. C. by any sponsor or team and each of the released persons, officers, directors, agents, representatives, employees, owners, successors, administrators, personal representatives and designated persons.

THE PARTICIPANTS express and accept that this document will be enforceable and may as-

sert against their representatives, administrators, guardians, heirs, relatives, spouses, and any other successor-in-interest whatever nature.

THE PARTICIPANTS accept and agree that they have seen and understood what restricted areas are, as described herein, and are aware of their facilities and equipment so that upon requesting their registration it is understood that they have fully inspected these restricted areas. THE PARTICIPANTS guarantee that their entry into these areas and their participation, if any, in LA CARRERA PANAMERICANA 2018, constitutes their acceptance that they have inspected them and found them reasonably safe and suitable for the purposes of their use. THE PARTICIPANTS accept and warrant that whenever they are in any of these areas and consider them unsafe, they will immediately notify the officers in writing and will move away from these restricted areas.

THE PARTICIPANTS expressly agree that the persons they have released from liability, even in the case of negligence, whether active or passive, act or omission, present or future, to any degree that follows from the liability, implicit guarantee or reliability of a product and that this document is intended to be as broad as permitted by law and that if a portion of it is voided the remaining clauses will remain legally enforceable.

For the purposes of this document, the parties express and understand that the restricted areas are defined, but not limited to, among others, including but not limited to the delimitation of roads, closed parks and parking lots, sidewalks, avenues, acceleration and deceleration areas, garages, workshops, observer areas, concession areas and any other area where activities of the event or complementary activities are developed.

THE PARTICIPANTS accept and agree that this may be extended in relation to future claims of THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) that are unknown at the time of registration, and that have not yet been defined.

THE PARTICIPANTS undertake to indemnify and hold harmless the people and institutions that they have released in the event of any incident or claim due to their presence on the roads, facilities, their participation and/or the participation of companions in LA CARRERA PANAMERICANA 2018 or any injury or damage resulting from it, including but not limited to any liability to others resulting from an act of omission of its agents, employees, collaborators, partners or any other person related to them.

THE PARTICIPANTS expressly waive the rights they are entitled to and that arise from the contents of articles 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917 and 1918 of the Civil Code for the Federal District and their correlative in any other State of the Mexican Republic.

THE PARTICIPANTS take full responsibility for their obligations in accordance with their registration and agree and undertake to comply with the terms, conditions, specifications, limitations, and activities stated in this document. Likewise, they hereby grant express consent to PROMOSTAGE S.A. DE C.V. and/or Karen León Grossmann (collectively LA CARRERA PANAMERICANA), pursuant to the terms of Article 87 of the applicable Federal Copyright Law ("LFDA"), for the use, publication and exploitation of the image, portrait or photograph of the Holder during the preparations and during the event La Carrera Panamericana 2018 (jointly the "Image"), in any form of exploitation and by any means known or to be known. Therefore, THE PARTICIPANTS do not reserve any right regarding the Image.

Consequently, to the request for registration, LA CARRERA PANAMERICANA and THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) have express consent and the authorization to use and exploit in an industrial or commercial way the Image of THE PARTICIPANTS, in accordance with the provisions of article 24 of the applicable Federal Copyright Law ("LFDA"), pursuant the faculties and modalities set forth in articles 27 and 106 of the

LFDA, that is, to use, exploit, disseminate, publish, exhibit, distribute, sell, or dispose in any form of the Image and of the material aids or copies that contain it individually or as a whole, as well as making public the Image through any of the acts stated in article 16 LFDA, by any means or form of public communication known or to be known, including, but not limited to, photographic, audiovisual, cinematographic, video, graphic, plastic, electronic, optical media, or any combination of the aforementioned or similar ; to fix the Image in copies, as well as in all the forms or material aids stated in article 6 of the aforementioned law, including, but not limited to, print , audiovisual, photographic media, digital representations and/or electronic, optical media, and any other form or material aid known or to be known; reproduce the Image permanently or temporarily, in whole or in part, by any means and form; adapt it, or modify it in any way, as well as reproduce the resulting copy or copies; distribute the Image in any form or media; as well as authorize or prohibit third parties from exploiting the Image by any means, including, but not limited to, public or private communication of the Image through reproduction, exhibition and public access by any telecommunication medium; the public transmission or broadcasting of the Image in any modality, including its retransmission; and/or the transmission and/or making the Image available though electronic means, including, without limitation, the Internet and any other similar media known or unknown; compile it, collect it, and/or use it to create derivative works.

Likewise, THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) may transmit by any title, assign and/or license the rights acquired herein, as it deems appropriate and at its sole discretion.

In the same way, THE PARTICIPANTS agree that they grant this consent to THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) and LA CARRERA PANAMERICANA to their full satisfaction, for their participation in the automotive event organized by LA CARRERA PANAMERICANA 2018, wherefore they waive any rights or claims they may



have against LA CARRERA PANAMERICANA, THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) or the third party designated by the latter as the legitimate holder of the rights directly or indirectly arising from or related to the Image, therefore they recognize the right of LA CARRERA PANAMERICANA, THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PROMOSTAGE, S.A. DE C.V.) or of the third party designated by the latter to use the Image in whole or in part for commercial, advertising and/or any other purposes; as well as to determine if the Image shall be disclosed and how; and to modify it at its sole discretion. THE PARTICIPANTS recognize that LA CARRERA PANAMERICANA and/or THE ORGANIZING COMMITTEE AND/OR THE PROMOTER (PRO-

MOSTAGE, S.A. DE C.V.) have the right to use, publish and exploit the Image inside and outside the national territory. They declare that they don't have legal impediment to be bound in terms of this Agreement, based on the provisions of the Mexican law and in particular, but not limited to the current Federal Copyright Law (LFDA).

This document is subject to the laws of the United Mexican States. For interpretation purposes and compliance of this document, the Parties submit to the jurisdiction and competence of the competent courts in Mexico City, expressly waiving any other venue to which they may be entitled due to their present or future domiciles or for any other reason

3 Mandatoy Registration

3: REGISTRATION

1. MANDATORY PRE-REGISTRATION:

STEP 1: BEFORE THE START

It is mandatory to pre-register in the official web page of La Carrera Panamericana www.lacarrerapanamericana.com.mx in the corresponding section.

STEP 2: STARTING CITY

b. Arriving at the New Center with, where you should go to the Press Registration table.

- i. Pre and Registration Schedules:
 Tuesday October 9 and Wednesday October 10
 - 9:30 - 12:00
 - 13:00 - 14:00
 - 16:00 - 18:00

c. To be able to finish the pre-registration it is necessary to present in original and copy:

- i. An official identification,
- ii. To present a letter or identification of the media

they represent. For Photo and / or video a letter from the team they represent.

iii. If you have a car, present the driving card, the car insurance and the driver's license.

iv. All must sign the necessary documents so they can participate in the race.

STEP 3: IN DAILY FINAL ARCH

At final arch a tent will be installed for registration of the press, it is mandatory to register to enter the zone designated by the organization for this purpose. The following information must be presented:

- I. Official identification
 - ii. present a letter or identification of the media they represent. For Photo and / or video a letter from the team they represent.
- Likewise, you must sign, sign a responsive

4 Mandatoy Press Meetings

4. MANDATORY PRESS MEETINGS:

a. It is mandatory to attend one of the press meetings that will take place at the Convention Center in Oaxaca so that they can receive their badge and official vest.

Press meeting at the following times:

i. Tuesday, October 09: 12:00 - 13:00

ii. Wednesday, October 10: 12:00 - 13:00

At the end of the meeting the official badge and the official vest will be delivered to complete the registration!

5 Coverage in Printed and Media

5: Coverage In Printed And Media

5.1 For respect and identity of the participants are respectfully requested to the accredited press to refrain from publishing photographs in crisis situations such as accidents, deaths, or any other delicate situation, otherwise, from this moment the press staff, video and advertising disclaims any kind of responsibility to PROMOSTAGE, SA. DE C.V. and to the CARRERA PANAMERICANA of the order that it was, for which it will have to remove in peace and safe to PROMOSTAGE, S.A. de C.V and to LA CARRERA PANAMERICANA in case of any claim.

6 Private Events

6: Private Events

6.1 The access to some meals and dinners by La Carrera Panamericana are exclusive for competitors and participants. In case of any special request please contact the Press Coordinator

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DE RALLIES
MÉXICO**