



MADASS CHALLENGE 2010-2011 OFFICIAL ENTRY FORM

All information is required to enter the MadAss Challenge Contest

Full Name: _____

E-Mail Address: _____

Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Sachs MadAss Year: _____

MadAss Engine Size: _____

What modifications to the frame have you done?

Tell us about your MadAss and why you are entering the MadAss Challenge:

Tell us about yourself:

_____ Date: _____

By signing above, I am certifying that all of the above information is correct and I accept the terms of the contest as stated in the Contest Rules below.

Mail entry to: Peirspeed / MadAss Challenge
3939 Royal Drive NW, Suite 139
Kennesaw, GA 30144



Contest Rules for the 2010-2011 Sachs MadAss Challenge host by Peirspeed

1. Contest is open to all owners of a retail registered Sachs MadAss of any year and model. Entrants must be 18 or older, possess a valid motorcycle license if required by your state, and be a legal resident of the United States for the duration of the Sachs MadAss Challenge. Employees, officers, and directors of Peirspeed and its parent, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, their immediate family members and persons living in their same household, are not eligible to participate. Bike must be currently registered in owner's state of residence, clearly showing the entrant as the owner. Bike **MUST** be registered to entrant individually. MadAss' registered to any dealership, corporation, LLC, financial institution flooring plan, etc. will **NOT** be eligible.

2. The 2010 Sachs MadAss Challenge begins on 9:00 am (EDT) on May 28, 2010 and ends on the date of the MadAss Challenge competition, which shall be on or about June 18, 2011. Entries should be received by Peirspeed no later than 12:00PM Midnight EST 2 weeks prior to the Friday opening date of the MadAss Challenge competition. Peirspeed may change the date of the MadAss Challenge in its discretion. Void where prohibited. All federal, state, and local laws and regulations apply.

3. A copy of the current registration **MUST** be submitted with entry application if the motorcycle's engine is larger than 50cc's. No 50cc+ motorcycle will be accepted without a copy of the current registration. You must also submit two digital photos of your bike to Peirspeed in a file size and format acceptable to Peirspeed.

4. Peirspeed retains the sole right to determine an entrant's acceptance in the MadAss Challenge as well as the right to disqualify any entrant at any time during the competition for any reason in its sole discretion, including for any violation of the contest rules.

5. All entered bikes MUST be powered by a Sachs motor or similar after-market motor and retain the mono-tube frame. Alterations to the frame will be allowed, including, but not be limited to, lengthening or stretching. However, the fuel tank cannot be altered in any way. Any alteration of the bike's frame MUST be noted on entry request, and acceptance will be solely determined by Peirspeed. All bikes submitted for entry consideration MUST be street legal and in running condition.

6. No MadAss accepted in the MadAss Challenge can be displayed in the MadAss Challenge booth with "commercial" materials or any display stands other than a front or rear stand. This includes, but is not limited to, information stands endorsing any dealership or Peirspeed, any display stand other than a rear or front motorcycle stand and commercial handouts placed near the bike. All entrants MUST provide a solid rear and/or front stand to display their bike. Peirspeed will not provide bike stands.

7. Bikes selected for the MadAss Challenge must be brought to the hosting auditorium location within the time frame indicated by show officials. All entrants must remove their bikes within two hours of completion of the show. Peirspeed will not prepare the bikes for the show, so it is the individual's responsibility to bring the bike to the event in "show condition." We will not be able to polish, clean or repair any entrant's bike. All bikes must have no more than approximately a half gallon of fuel. Peirspeed will not pay any expenses in connection with transporting bikes to the contest.

8. Bikes will be viewed at MadAss Challenge by a team of judges selected by Peirspeed. Bikes will be judged on three attributes, which will be equally weighted for judging purposes: quality of workmanship, creativity of design and visual impact.

9. At the MadAss Challenge the general show-going public will be allowed to vote for their 3 favorite MadAss'. The judges will take the public votes into consideration when choosing the 1st, 2nd, and 3rd place winners. Public votes will represent 10% of the criteria considered by the judges.

10. Each entrant in the MadAss Challenge will be responsible for arranging transportation of their bike to the event location.

11. For the MadAss Challenge, one of each of the following prizes will be awarded.

National Prizes:

1st Prize: 2011 Peirspeed MadAss 125 Special Edition "X" Model, plus get a full page review done by Steve Guzman of TheScooterScoop.com.

2nd Prize: \$1,000 Peirspeed Credit (can be used on new vehicles, parts, accessories)

3rd Prize: \$500 Peirspeed Credit (can be used on new vehicles, parts, accessories)

People's Choice: 2011 Peirspeed MadAss 125

National 1st Prize Winner and People's Choice Award must take delivery at an authorized Peirspeed dealer.

No credit changes or refunds are allowed.

Each winner is responsible for all costs and assessments not specifically enumerated herein including without limitation taxes, meals, tips, ground transportation and insurance.

No substitution or transfer of any of the prizes by the winners is permitted, although Peirspeed reserves the right to substitute a prize of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated.

12. Each winner will be required to sign and return a release of liability, declaration of eligibility, and, where lawful, a publicity consent agreement, all within 10 business days of acknowledged notification. By accepting and/or using any prize, winner agrees to the use of winner's name, voice, and/or likeness for the purpose of advertising, trade, or Contest of Peirspeed without further compensation, unless prohibited by law. If a selected winner cannot be contacted, is ineligible, fails to claim a prize, or fails to timely return the completed and executed declaration and releases as required, prize may be forfeited at Peirspeed's discretion and an alternate winner will be selected.

13. ALL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZES ARE THE SOLE RESPONSIBILITY OF EACH WINNER.

14. By entering, each entrant agrees to be bound by these Contest rules and the decisions of Peirspeed, which shall be final. Peirspeed reserves the right to disqualify and prosecute to the fullest extent permitted by law any participant or winner who, in Peirspeed's reasonable suspicion, tampers with Peirspeed's site, the entry process, violates these Contest rules, or acts in an unsportsmanlike or disruptive manner. Peirspeed, agents, and representatives of

Peirspeed, their parents, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible for and shall not be liable for: (i) lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Peirspeed that may cause the Contest to be disrupted or corrupted; (v) any lost or damaged bikes; (vi) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Contest; or (vii) any printing or typographical errors in any materials associated with the Contest. Peirspeed reserves the right, in its sole discretion, to suspend or cancel Contest at any time, including in the event that the administration, security, or proper play of the Contest is violated.

15. PEIRSPEED MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING ANY PRIZE OR YOUR PARTICIPATION IN THE CONTEST. BY PARTICIPATING IN THE CONTEST, EACH PARTICIPANT AGREES TO RELEASE AND HOLD PEIRSPEED AND THE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, REPRESENTATIVES OF PEIRSPEED, THEIR PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING, PROMOTION, AND FULFILLMENT AGENCIES, AND LEGAL ADVISORS, HARMLESS FROM ANY AND ALL LOSSES, DAMAGES, RIGHTS, CLAIMS AND ACTIONS OF ANY KIND IN CONNECTION WITH THE CONTEST OR RESULTING FROM ACCEPTANCE, POSSESSION, OR USE OF ANY PRIZE, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND PROPERTY DAMAGE, AND CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, OR INVASION OF PRIVACY.

16. Peirspeed collects personal information from you when you enter the Contest. Please review Peirspeed's privacy policy at www.peirspeed.com before you enter the Contest. Peirspeed reserves the right to use and transfer any and all information related to the Contest, including information obtained through the Contest, for marketing purposes or any other purpose, in accordance with its privacy policy.

17. The Contest and the rights and obligations of Peirspeed and participants will be governed and controlled by the laws of the State of Georgia, applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings or litigation relating hereto will be instituted and prosecuted solely within the State of Georgia, Cobb County. The parties consent to the jurisdiction of the state courts of Georgia and federal court located within such state and county with respect to any action, dispute or other matter pertaining to or arising out of the Contest.

18. Peirspeed reserves the right to alter the rules to the MadAss Challenge at any time for any reason.

19. To obtain a list of winners and a copy of these Contest rules, send a self-addressed, stamped envelope to:

Peirspeed
Attention: Peirspeed MadAss Challenge Contest
3939 Royal Drive NW
Suite 139
Kennesaw, GA 30144

The Contest is sponsored solely by Peirspeed.