



HD Custom Kings Asia Online Contest

1. This Campaign is open to all individuals participating in the H-D Custom Kings Asia contest 2025 regardless of nationality ("Eligible Markets") during the Campaign Period ("Participants").
2. Campaign Period: 1st September to 22nd November 2025

A. Online Custom Battle – HD Custom Kings Asia 2025

Eligibility – Participants who have successfully uploaded their custom builds basis the contest form available at the hdcustomkingsasia.com and are approved by our validator.

Type of Reward – 1+1 Return economy class tickets to Milwaukee USA from their home destination (within one of the AEM countries listed on the HD Custom Kings Asia Contest 2025 website) to attend the Homecoming 2026 (Moto-Music festival by Harley-Davidson) in 2026 at the designated dates. This includes free festival passes. Other expenses of the trip including visa, transportation, hotel, meals, etc. have to be borne by the winner and his/her partner themselves. The actual prize from H-D will be extended in 2026 through our events partner. Value: 110,000 THB/winner

Place of Campaign – Thailand (as the winner will be selected at Asia Harley Days 2025)

Date and Place of Judgement – Asia Harley Days 2025, Midwinter, 21st-22nd November 2025

Date and Place of Winner Announcement - Asia Harley Days 2025, Midwinter, 21st-22nd November 2025

The finalists from HD Custom Kings Asia makes it to King of the Kings at Asia Harley Days 2025 for the grand prize. Market wise winners are also announced, who will receive trophies and certificates.

All the finalists will be given reimbursement for 1+1 stay for Asia Harley Days including movement of their custom builds for the show purpose.

3. HD reserves the right at its sole discretion to disqualify any Participant(s) found to be tampering with the Campaign; to be acting in violation of the Campaign requirements; or to be acting in a manner that is disruptive to another participant.
4. Any attempt by an individual to deliberately damage or undermine the legitimate operation of the Campaign may be a violation of local criminal or civil laws. Should such an attempt be made, HD reserves the right to seek damages from any such individual to the fullest extent permitted under local law.
5. HD reserves the right to refuse to award any Winner the respective Award should it reasonably suspects is in breach of these terms and conditions. HD reserves the right to select reserve Winners to replace the original Qualifying Winners if he/she is subsequently disqualified, in the sole and absolute discretion of HD.
6. If, for any reason, the Campaign is not capable of running as planned, including tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the



administration, security, fairness, integrity or proper conduct of this incentive, HD reserves the right at their sole discretion to cancel, terminate, modify or suspend the Campaign at any time.

7. The decision of HD regarding any aspect of the Campaign and the Award is final and binding and cannot be contested by participants.
8. HD reserves the right to replace the Awards with an alternative of equal or higher value gift if circumstances beyond HD's control makes it necessary to do so.
9. Insofar as is permitted by law, HD will not in any circumstances be responsible or liable to compensate the claimant of respective Award or accept any liability for any loss, damage, personal injury or death occurring as a result of receiving the respective Awards.
10. Queries regarding this Campaign may be addressed to **Boontanapibul Chayanuj** at +66 84 659 7766
11. By participating in this Campaign, you agree to HD using, publicizing and posting your name and related information (at all times in compliance with the law), on HD's webpage, internal communications and any other communications, in such mode and manner that HD considers fit.
12. HD reserves the absolute right at any time without assigning any reasons to add, alter, modify, change or vary the Terms and Conditions contained herein, wholly or in part at its absolute discretion. Changes to the Terms and Conditions are applicable to any behaviour or activity that takes place after the date of change.
13. All personal data supplied will only be used in connection with this Campaign.
14. The governing law of the terms and conditions of this Campaign shall be the laws of Singapore.