



To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

**Re: HYUNDAI MATERIAL HANDLING Q1 SALES PROGRAMS**

Dear Valued Dealers,

We wish you a happy and prosperous New Year 2025 and are excited to announce the following programs for Q1, 2025.

- Retail Rebates, \$3,500 per unit for eligible Dealer Inventory units and retail sales
- Retail Sales Spiff of \$500 per unit for eligible sales
- Stock & Rental Fleet programs, \$2,500 per unit for sales out of HD Stock
- Enhanced FMV lease rates and options
- Lead generation management program

Our programs are designed with your dealership in mind, and we encourage you to take advantage of these opportunities to enhance your dealership's growth and market presence.

## RETAIL REBATES, \$3,500 PLUS \$500 SALES SPIFF

Our goal is to provide you with incremental retail opportunities on competitive deals and reduce your stock inventories, we encourage you to take advantage and drive higher retail sales!

- Retail Rebates \$3,500 available for all CL1,2,4,5 models.
- Plus \$500 Sales Spiffs for each CL1,2,4,5 retail sales by Dealer Reps for eligible units.
- Dealers must maintain stocking pipelines or replacement orders as required by Hyundai Material Handling.



### Program Rules & Eligibility:

- Rebates and promotions shall only apply to retail transactions (cash purchases or leases at non-subsidized rates only) occurring between January 15 – March 31, 2025, prior period retail sales, or stock order promotions previously utilized are not eligible. Rental fleet transfers, designation or transactions are not eligible.
- Each qualifying deal or quote needs to be registered with your respective Hyundai Regional DSM to avail this promotion, with an accompanying sales quotation or proposal clearly showing the rebate offer being extended to each customer. All sales must be finalized, delivered, and invoiced prior to program expiration as of March 31, 2025.
- Rebates of \$3,500 may be used for competitive new equipment retail sales from existing dealer field inventory or Hyundai Material Handling’s available stock or new factory orders if placed and delivered prior to program expiration, all rebates are subject to (i) registration requirements, (ii) customer sales invoices and dealer purchase invoices must be provided at time of claim, and (iii) participating dealers shall maintain stocking pipelines of not less than four (4) months of stock levels subject to HD approval , or replacement stock orders (on a 2 for 1 basis) shall be required for (non-stocking) dealers with less than approved levels of stock.
- Dealer gross margins shall not exceed 10% over Dealer Net, gross margin limit of 10% is also applicable to battery and chargers, accessories, and or attachments, however normal dealer prep and delivery may be added. Rebates are intended for driving incremental retail sales and increasing inventory turnover and shall not be used for purposes to enhance dealer margins, any misuse of the program shall result in rejection of dealer rebate claim(s). Hyundai is not responsible for any delays in deliveries experienced.
- Rebates shall be paid out as credit memos to the dealer’s open account, past due balances for claimed units must be paid prior to receiving credit and rebate incentive shall not be eligible for subsidized financing. There shall be no offsets to finance subsidies with respect to the rebate program.
- Dealers shall file all eligible claims within 30 days of equipment delivery or invoice to the customer. Late claims or registrations, or prior period claims, shall not be accepted, after March 31, 2025.
- \$500 Sales Spiffs are available for each registered retail unit sold by active dealer sales representative or territory managers between January 15 and March 31, 2025 (for participating dealers), prior period sales are ineligible, retail sales spiff can only be availed once for each registered retail unit (Class 3 models are not eligible). Sales reps shall be required to provide their W9 information to receive spiff payments.
- **All offers are mutually exclusive and may not be stacked or combined with other promotions,** Hyundai Material Handling reserves the right to review and approve each transaction and make changes to the program in its sole discretion.

## STOCK & RENTAL FLEET \$2,500 PER UNIT

Place your Dealer Stock and Rental fleet orders from our (HD) free stock and receive \$2,500 per unit! Eligible models include all Class 1,2,4,5, units, quantities of four (4) or greater shall also be eligible for 180 Day Floor Plan terms subject to credit availability. If you need an additional floor plan line of credit, please request it. Offer not eligible to be combined with other promotions.

The following models are available within our Free Stock:

- Class 1, 3W, 4W, BCS
- Class 2, Reach, Order Picker
- Class 4, 25/30/33LC-9
- Class 5, 25/30/35LN-9
- Class 5, 25/30/35DN-9, 35/40/45/50DA-9/F and more...

***Don't miss out on these great incentives – Contact your DSM for details!***

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## ENHANCED RESIDUALS & LEASE RATES:

Hyundai Material Handling and DLL Finance are working to improve our products' residuals for fair market value leases (FMV). Please see our new enhanced lease rates for FMV leases available through DLL Finance.

In addition, we also offer customized financing, payments, and options for Key Deals (5 or more units), while each customer and application will be specific, if you're currently working on competitive deals and proposals, please reach out to us to find out more.

**For Illustrations Purposes (only), actual results may vary.**

### **25L-9A, 5,000lbs. Capacity 2.4 L Engine**

- ❖ **\$3,500 Rebate Offer**
- ❖ **\$409 / month, 64 months FMV Lease, 1,500 hours per year**
- ❖ **5-Year, 10,000 Hours Extended Warranty**

- ✓ Triple Stage 185" OALH 86"
- ✓ 41" Forks, 3-Way, 85" OHG
- ✓ Single Solid Drive and Steer Tires
- ✓ Wet Disc Brakes and more...



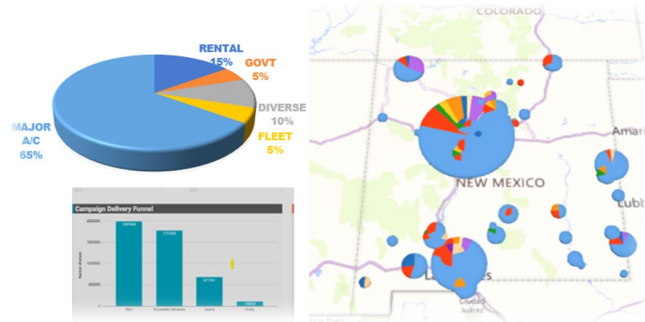
## LEAD GENERATION MANAGEMENT PROGRAMS

If you are not already working with Lead Generation programs for growth of your dealership, you may be missing out! Here are a few key reasons:

1. Increased Sales – having a stream of qualified leads provides your sales team with more opportunities to close deals.
2. Targeted marketing – focused efforts with customers who are likely to purchase.
3. Customer acquisition – identify customers early in the buying cycle and guide them through the sales process.

Hyundai is offering a great Lead Generation & Sales Pipeline management program through its authorized partners:

- We will validate customers and their contact information for Target Accounts
- Build your sales pipeline and populate within a simple CRM (or you can use yours)
- Provide you with customer appointments and sales opportunities.
- Create reports and dashboards to provide you with insight and intelligence on your territories.
- Enhance your dealership’s market awareness and branding.
- No annual contracts, 3-month minimum, qualified dealers may be eligible for Coop rewards.



**If interested, please contact your DSM or Farrukh Ghani for program details.**