



To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

Re: HYUNDAI MATERIAL HANDLING Q4-2025 SALES PROGRAMS

Dear Valued Dealers,

As we close out the year 2025, the following programs are offered to continue our initiative to reduce your inventories, provide greater opportunities for you to win with Hyundai:

- **The Hyundai Assurance Program, 3.99% Lease Rate Plus 5-Year Powertrain, Extended Warranty (note all programs are mutually exclusive)**
- **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 units are still available with No Tariffs - sales out of HD Free Stock**
- **Dealer Rental Fleet Financing & Lease options**
- **Lead Generation programs for dealers**

Hyundai Material Handling Program Guide:

In order to assist our dealers with selecting the right programs for their stock, rental and retail orders, please use the following guide (table) when placing your orders or using these programs:

Hyundai Program	Program Offers		Models / Series	Eligibility		Expires
Hyundai Assurance Program	3.99% Low Lease Rates (DLL only)	Plus 5-Year 10k hour Ext. Powertrain Warranty	3-7klbs. Class 1,2,4,5 Products	Dealer Stock (with no prior promotions)	New Factory orders or Hyundai Free Stock (with no prior promotion)	Delivery and Warranty registered required ends 12/31/25
Rebate \$3,500 Program + \$500 Sales Spiff	\$3,500 Rebate for retail deals	\$500 Sales Spiff to Dealer Sales Rep	All Class 1,2,4,5, Models	Dealer Stock (with no prior promotion)		
Monthly Stock Promotions	Free Stock units with No Tariffs (subject to available Hyundai inventory stock units)	Free Stock \$1,000+/unit incentive. Plus, lower freight, fixed pricing, Tariff applicable	All available free stock units on Hyundai worksheet	These stock promotions are ineligible for the Rebate or Hyundai Assurance program(s). Dealers may select these units without the additional stock promotion and instead use retail promotions offered (subject to Q4 delivery)		Expires at end of each month
Floor plan and Rental Fleet Program for Hyundai Dealers	180 Days No Payment No Interest (minimum of 4 units)	Use with DLL, or PEAC, subject to dealer's credit line availability	All Class 1,2,4,5 models	Hyundai stock or rental orders placed with 180 Day terms prior to 12/31/25. eligible with Stock Promotions. Deliveries shall be as scheduled by Hyundai.		Expires 12/31/25



Hi-MATE

LOOKING TO CUT COSTS AND RAISE
PRODUCTIVITY: TAKE A LOOK AT HI-MATE



**HD****HYUNDAI
XITESOLUTION****MATERIAL
HANDLING**

The HYUNDAI ASSURANCE PROGRAM

Hyundai Material Handling is excited to announce its new Hyundai Assurance Program for our retail customers, which combines Hyundai's Powertrain Extended Warranty, for 5-Years up to 10,000 hours, and our current subsidized low interest rate, 3.99% up to 60 months. Please promote our Hyundai Assurance Program with your customers who are interested acquiring or replacing their fleet (Leases) with Hyundai, for eligible models of Class 1,2, 4 & 5 only, up to 7,000lbs. capacity or less, available through our authorized finance partners. The Extended Powertrain warranty offering requires planned maintenance in place with an authorized Hyundai Material Handling dealer. For customers that prefer cash-purchases you can purchase the Powertrain Extended Warranty through the rebate program.

The Hyundai Assurance

**5-Year 10,000 Hours Extended
Powertrain Warranty**



dL financial solutions
partner

3.99%

**FMV Leases up to
60 months**

RETAIL REBATES, \$3,500 PLUS \$500 SALES SALES SPIFF EXTENDED TO Q4, 2025

Our goal is to provide you with incremental retail opportunities on competitive deals and reduce your stock inventories, we encourage you to take advantage of 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. See Program rules, within the Appendix included below.

**STOCK & RENTAL FLEET – SPECIAL PRICING AVAILABLE –
Don't Miss out!**



**HD****HYUNDAI
XITESOLUTION****MATERIAL
HANDLING****STOCK PROMOTIONS:**

Place your Dealer Stock and Rental fleet orders from our (HD) free stock, units available with no tariffs, as well as marked down inventory specials! 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 send us a request. Program is mutually exclusive and cannot be combined with other offers.

Important Note – Change in process for Stock Promotions

Additional stock promotion incentive(s) shall be credited (as a memo) to Dealers open account and not added to the initial discount within Dealer Net pricing or invoices.

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!***

RENTAL FLEET FINANCING EXCLUSIVELY FOR HYUNDAI DEALERS

Dealers looking to replenish and refresh their rental fleet now have more financing options with Hyundai: Find out more, contact your Hyundai representative.

**Section 179
Deduction – Up
to \$2.5M**

**AMERICA
RENTS
HYUNDAI**

**180 Days
No Payments
No
Interest!!!**

**Up to \$500K
available
with Application only – No
Financials required, subject
to credit approval.**

**HYUNDAI
MATERIAL HANDLING**



KEY DEALS

If you're looking for additional support on quantity of 10 or more units of competitive retail deals, for lower payment, better financing options, long term rental fleet or custom program offerings, please reach out to Farrukh Ghani, Director of National Accounts & Dealer Development, to working on your deals, farrukh.ghani@hyundaiamericas.com, 859-619-2180.



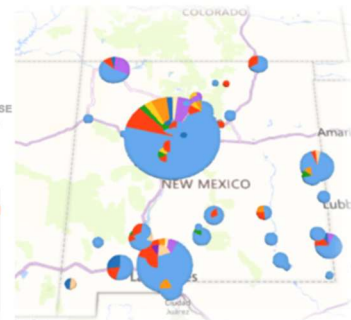
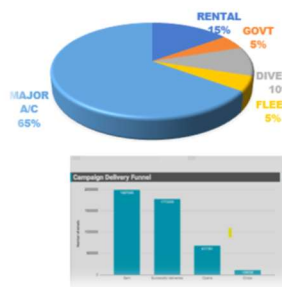
LEAD GENERATION MANAGEMENT PROGRAMS

If you have not already signed up for our Lead Generation programs 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.

APPENDIX:

(Note, all programs are mutually exclusive and not stackable – using multiple programs is not permitted, all programs expire as of December 31, 2025. Hyundai Material Handling reserves the right to make changes to any and all programs in its sole discretion).

Rebate Program & Retail Sales Spiff - rules and eligibility:

- Rebates and promotions shall only apply to retail transactions (cash purchases or leases at non-subsidized rates only) occurring between October 1 – December 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 December 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
- 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 December 31, 2025.
- \$500 Sales Spiffs are available for each registered retail unit sold under the Rebate program by active dealer sales representative or territory managers between October 1 and December 31, 2025 (for participating dealers), prior period sales are ineligible, and 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. Maximum payout limit of 25 eligible units or \$12,500 is applied per deal booked.
- **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.