



To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

**Re: HYUNDAI MATERIAL HANDLING Q1, 2026 SALES PROGRAMS**

Dear Valued Dealers,

The following programs are now available to our dealer network, providing more opportunities to win with Hyundai:

| Promotion Type   | Models / Series                  | Dealer Discount                       | Floor Plan (applicable) | Retail Rebate                                  |
|--|----------------------------------|---------------------------------------|-------------------------|--|
| New Product Launch   | 35/45/55LC-9 & Box Car           | 38% off (List Price)                  | 180 Days                | \$3,500 on Retail Sales                        |
| Retail Sales Rebates   | All Class 1,2,4, & 5             | Not Applicable                        | Not Applicable          | \$2,500, 3-7klbs.<br>\$3,500, 8klbs. or higher |
| Stock & Rental Fleet   | All Class 1,2,4, & 5 in HD Stock | \$1,500 - \$5,000 (based on capacity) | 180 Days                | Not eligible for retail promotions             |
| HD Lead Generation is available for interested dealers. Contact your DSM or Farrukh Ghani for additional information |                                  |                                       |                         |  |

**Check out The New LP Cushion 9-Series 8-12klbs. 35/45/55 LC-9 from Hyundai Material Handling!**

We are excited to announce the release of **our New LP Cushion 8-12klbs. Series 35/45/55LC-9 & BCS (Box Car Special)**, key features and design include its powerful performance, lower noise and fuel consumption, wet disc brakes, and high efficiency cooling system, combined with operator sensing and safety systems, and the versatility of Hyundai's ergonomic features with the ease of maintenance and serviceability of our products that our dealers and customers expect from us.

New factory orders placed shall receive the following:

- **38% Introductory Discount** offer on all models
- **180-Day Floor Plan** – No Payments & No Interest (0%) for 6 months, with available floor plan
- **Free Inland freight** or transportation for full container orders (3 units minimum) subject to selected models
- **Lead times** average of 12-16 weeks, however, may vary by models and specifications
- **Program expires March 31, 2026**



We greatly appreciate your continued support of Hyundai's **New LP Cushion LC-9 Series!**

**RETAIL REBATES \$2,500 - \$3,500**

Our rebates are continuing in Q1, 2026, with some changes based on capacities, we encourage you to take advantage of our rebates for incremental and competitive retail sales!

- Retail Rebates \$2,500 available for all CL1,2,4,5 models from 3-7klbs capacities,
- And \$3,500 for 8klbs. and higher capacities.
- 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!

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!

- \$1,500 to \$5,000 additional discount is available!
- 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, expires March 31, 2026, subject to Hyundai's availability.

**Important– 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!***

# 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](mailto:farrukh.ghani@hyundaiamericas.com), 859-619-2180.



## LEAD GENERATION & BUSINESS DEVELOPMENT PROGRAMS

- Are you ready for 2026! Partner up with Hyundai's Lead Generation

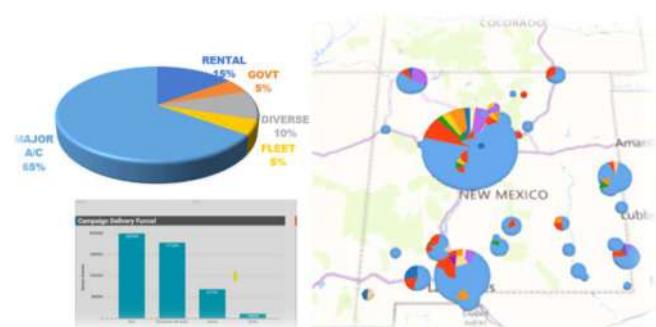
### Are you taking advantage of Hyundai's new Electrics?

Here's how we can increase your dealership's sales →

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.



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



## APPENDIX:

### 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 January 1 – March 31, 2026, 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, 2026.
- Rebates 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 March 31, 2026.**
- **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.