



**FLASH SALES – From \$3,000 to \$9,000 Off!**

**Limited Quantities! Don't Miss Out!**

To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

**Re: HYUNDAI MATERIAL HANDLING Q2, 2026 SALES PROGRAMS,**

**Starting March 16<sup>th</sup> ~ June 30, 2026!**

Dear Valued Dealers,

**Please review this important update to our Sales Programs:**

Promotion Type	Models / Series	Dealer Discount	Floor Plan (applicable)	Retail Rebate	Increased Rebate with Replacement order (1 for 1)
New Product Launch	35/45/55LC-9 & Box Car	38% off (List Price)	180 Days	\$3,500 on Retail Sales	<b>\$5,000</b>
Retail Sales Rebates	All Class 1,2,4, & 5	Based on Dealer's discount	Not Applicable	\$2,500, 3-7klbs. \$3,500, 8klbs. or higher	<b>\$4,000, 3-7klbs. \$5,000, 8klbs. or higher</b>
Flash Sales (Limited Qty)	Select from Inventory List (see details)	<b>Small \$3,000 Mid-Size \$6,000 Large \$9,000</b>	Normal Floor Plan terms	Not eligible for retail promotion	Not eligible for retail promotion
Rental Fleet – New Promotion	All Class 1,2,4, & 5 in HD Stock	40% off – Plus Free Hi-Mate Premium	Normal Rental Fleet finance terms	Not eligible for retail promotions	Not eligible for retail promotion
HD Lead Generation is available for interested dealers. Contact you DSM or Farrukh Ghani for additional information					

**RETAIL REBATES \$4,000 - \$5,000! With replacement order**

Our new rebate program provides higher Rebates up to \$5,000 starting March 16 thru the end of Q2, smaller capacities up to 7klbs. at \$4,000 rebate per unit and higher capacities at \$5,000 per unit! Win with Hyundai!

- Retail Rebates available for all CL1,2,4,5
- Requires replacement (factory) orders on a 1 for 1 basis, if sold out of dealer stock
- Applicable for new factory orders as well
- Dealers may use available lower rebates if not providing replacement orders, rebate rules must be adhered to when selecting rebate offers. See Program rules, within the Appendix included below.



**FLASH SALES (LIMITED QUANTITIES – ORDER WHILE AVAILABLE!)**

Selective inventory of our popular models, including LPs, Diesel, and Electric units are now available for a limited time at unbelievable discounts - while quantities last!

- Small units (7klbs. or less) with additional \$3,000 discount per unit
- Mid-Size units (8-12klbs.) with additional \$6,000 discount per unit
- Large units (over 12klbs.) with additional \$9,000 discount per unit

Contact your DSM for available list of Flash Sales.

**NEW RENTAL FLEET PROMOTION**

We are pleased to announce our new Rental Fleet Program with the following offering:

- New Factory orders with 40% discount off Dealer List Price
- Hi-Mate Premium (Telematics) at no cost (\$0)
- Eligible models include,
  - o 25/30/32 BC-9U
  - o 25/30/33 LC-9
  - o 25G/30G/35GN-9 Dual Fuel
  - o 25L/30L/35LN-9
  - o 35/45/55LC-9 (New Large Cushion)
  - o 25D/30D/35DN-9V
  - o 35/40/45D-9VB
  - o 70/80D-9V

**Program Rules:**

All rental units must stay in the rental fleet for a minimum of 12 months from the new equipment invoice date or HMM reserves the right to adjust discount to the standard rental discount via a debit to the dealer parts account. Please review detail of program rules below (in Appendix).

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

**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
- **Lead times** average of 12-16 weeks, however, may vary by models and specifications
- **Program expires June 30, 2026**

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

**STOCK INVENTORY– SPECIAL PRICING AVAILABLE – Don’t Miss out!**

Place your Dealer Stock 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 June 30, 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.*

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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!**

**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.



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**LEAD GENERATION & BUSINESS DEVELOPMENT PROGRAMS**

- Partner up with Hyundai's Lead Generation

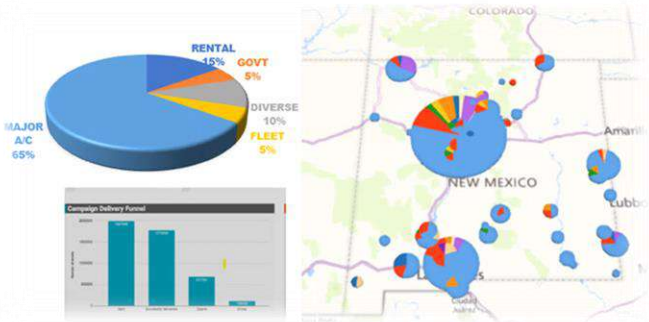
**Are you taking advantage of Hyundai's new Electrics?**

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.**



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## 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 March 16 – June 30, 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 June 30, 2026.
- Rebates with higher value from \$4,000 to \$5,000 require replacement orders on a 1 for 1 basis. Failure to provide replacement orders at time of rebate registration shall result in rejection of rebate claims.
- 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 June 30, 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.

### Rental Fleet Program Rules:

- New factory rental orders for eligible models entered in Dealer portal and accepted by 11:59 p.m. CST, on June 30<sup>th</sup>, 2026. All new factory rental orders must reference order code C "Dealer Owned Rental Fleet" in notes on the order to receive 40% discount. All New Factory orders will also have Hi-Mate added to the order at no charge.
- All new factory orders must be ITA registered to the dealership with a SIC Code 7700 at the time of the order. Please consult with your tax advisor on Section 179 expense and bonus depreciation.
- All units ordered under this program will be scheduled first available. All rental units must stay in the rental fleet for a minimum of 12 months from the new equipment invoice date or HMH reserves the right to adjust discount to the standard rental discount via a debit to the dealer parts account. Dealer must be in good standing to be eligible for this sales program. This program cannot be combined with other retail sales programs. Hyundai Material Handling reserves the right to modify the sales program at any time during the program.