



To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

**Re: HYUNDAI MATERIAL HANDLING Q3, 2026 SALES PROGRAMS,
Starting July 1 ~ Sept 30, 2026!**

Dear Valued Dealers,

Please review this important update to our Sales Programs:

Promotion Type	Models / Series	Dealer Discount	Floor Plan (applicable)	Incentive (Retail)
Dealer Aged Inventory (greater than 12 months)	All Class 1,2,4, & 5	Based on Dealer's discount	Not Applicable	\$4,000, 3-7klbs. \$5,000, 8klbs. or higher
New Product Launch (continued)	35/45/55LC-9 & Box Car	38% off (list price discount)	180 Days Floor Plan (Stock orders)	Not applicable
Flash Sales (Limited Qty)	Select from Inventory List (see details)	Small \$3,000 Mid-Size \$6,000 Large \$9,000	Normal Floor Plan terms	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
Contact you DSM for additional information				

DEALER AGED INVENTORY INCENTIVE \$4,000 - \$5,000! With replacement order 2 for 1

Our new dealer aged inventory (greater than 12 months in stock - **eligible aged units from July 1, 2025, or prior dates**), incentive program provides dealers with additional ability to sell through some of their aged units, offering higher rebates up starting July 1 thru the end of Q3 (September 30, 2026), smaller capacities up to 7klbs. at \$4,000 incentive per unit and higher capacities at \$5,000 per unit! Win with Hyundai!

- Retail Incentives (rebates) apply toward all CL1,2,4,5
- **Requires replacement factory stock orders on a 2 for 1 basis replace with 1 factory stock (Type A) or rental order (Type C) for every 2 units sold from Dealer aging stock when using this incentive**
- See Program rules, within the Appendix included below.



- ✓ **No Tariffs (on aged inventory)**
- ✓ **Plus \$4-\$5k Hyundai Incentive**
- ✓ **15% Dealer GP limit!**

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 continuing our Rental Fleet Program in Q3 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,
 - 25/30/32 BC-9U
 - 25/30/33 LC-9
 - 25G/30G/35GN-9 Dual Fuel
 - 25L/30L/35LN-9
 - 35/45/55LC-9 (New Large Cushion)
 - 25D/30D/35DN-9V
 - 35/40/45D-9VB
 - 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 HMH 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 September 30, 2026**

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

New Model, 4klbs. 20LC-9 is now available! Find out more from your DSM!

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!

- \$1,000 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 September 30, 2026, subject to Hyundai’s availability.

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...

Important– Change in process for Stock Promotions
Additional stock promotion incentive(s) may be provided as an upfront discount or credited (as a memo) to Dealers open account.

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

APPENDIX:

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Dealer Aged Inventory Incentive - rules and eligibility:

- Incentives (rebates) shall only apply to retail transactions (cash purchases or leases at non-subsidized rates only) occurring between July 1 – September 30, 2026, prior period retail sales, or stock order promotions previously utilized are not eligible. Rental fleet transfers, designation, or transactions are not eligible. Eligible dealer aged inventory units shall be from **July 1, 2025**, or prior dates.
- All sales must be finalized, delivered, and invoiced prior to program expiration as of September 30, 2026.
- Incentives from \$4,000 to \$5,000 require replacement orders on a 2 for 1 basis. **Replacement orders must be new factory stock (type A), or rental fleet (type C) orders.** Failure to provide replacement orders at time of claim or registration shall result in rejection of incentive claims.
- All claims are subject to (i) registration requirements (including serial number of aged unit), (ii) customer sales invoices must be provided, and (iii) participating dealers shall provide replacement stock or rental orders on 2 for 1, claims are subject to HD approval
- Dealer gross margins shall not exceed 15% over Dealer Net, gross margin limit of 15% is also applicable to battery and chargers, accessories, and or attachments, however normal dealer prep and delivery may be added. Incentives 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 claim processing and shall not be used to offset any balances owed to Hyundai as a result .
- Incentives 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 or incentive shall not be eligible for subsidized financing. There shall be no offsets to finance subsidies with respect to the incentive 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 September 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 September 30th, 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.