



To: Dealer Principals, Sales Managers, Sales Coordinators

cc: District Sales Managers

Re: HYUNDAI MATERIAL HANDLING Q2 SALES PROGRAMS

Dear Valued Dealers,

We had a great show at Promat 2025 and would like to thank all of you for attending our reception! The following programs are offered and extended in Q2:

- **Special Value Payment (SVP) Fair Market Value Lease (FMV), \$399 Per Month**
- **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, \$2,000 per unit for sales out of HD Stock**
 - **Plus, Full Container Program \$500 incentive per full load**
- **Dealer Lease options for Rental Fleet**

- Lead Generation programs for dealers

HYUNDAI – SPECIAL VALUE PAYMENT

SVP LEASE (Fair Market Value) \$399 Per Month!

Hyundai Material Handling is offering the following retail FMV lease rates for participating dealers to lower their stock inventory for eligible models 25/30L-9A, and 25/30LC-9, with Hyundai authorized finance partners:

\$399 per Month for 5-6klbs.

Cushions & Pneumatic LP units (new)

64 Month FMV Lease, non-subsidized

rates, \$3,500 retail rebate is applied using this program, eligible for retail sales spiff of \$500 per unit. For details contact Hyundai Material Handling.



The following terms and conditions apply:

- ✓ 1,500 Hours Per Year, annual hours, FMV Lease term of 64 months
- ✓ Maximum sales price limited to \$28,800 for HOL (heart of line) Cushions, and \$29,300 for Pneumatic LP units
- ✓ For sales prices in excess of maximum, multiply excess amount by 0.01877 lease rate factor (for each \$1,000 over maximum sales price please add \$18.77 to monthly payment)
- ✓ Sales taxes are not included within the payment calculation
- ✓ Normal specs apply (triple stage mast, 42"/48" forks, Hang-on side shift) and clean dry non-severe environment, subject to credit approval.

Rate Table:

Class / Type	Max Sales Price	Lease Rate (FMV)	Excess Amount – Rate
LP Cushions (5-6klbs.)	\$28,800	0.01385	0.01877
LP Pneumatics (5-6klbs.)	\$29,300	0.01359	0.01877

Example (for illustration purposes only):

- 25L-9A, Retail Sales Price \$30,300 (to customer)
- Maximum Sales Price \$29,300, excess amount \$1,000 X 0.01877 = \$18.77 (Excess Payment)
- Program rate \$399 + Excess payment \$18.77 = \$417.77 per month for 64-month term

Eligible equipment includes existing new dealer stock (at participating dealers) with qualifying retail sales pricing, prior to program expiration, as of June 30, 2025. No additional discounts or promotions permitted (rebate of \$3,500 included within maximum sales price calculation).

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

SPIFF EXTENDED TO Q2, 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.

Program Rules & Eligibility:

- Rebates and promotions shall only apply to retail transactions (cash purchases or leases at non-subsidized rates only) occurring between April 1 – June 30, 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 June 30, 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 June 30, 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 April 1 and June 30, 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. 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.

STOCK & RENTAL FLEET \$2,000 PER UNIT (EXTENDED TO Q2 2025)

2

Place your Dealer Stock and Rental fleet orders from our (HD) free stock and receive up to \$2,000 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. Program is mutually exclusive.

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!

FULL CONTAINER PROGRAM

Order up to 4 units or a full container from Hyundai's free stock and receive up to \$500 freight incentive, depending on size and capacity of units, applies to Class 1, 2, 4, & 5, model capacities limited to 12,000lbs. or less. Instead of ordering 1 or 2 units at a time, order a full container load and receive additional \$500 per full container in freight savings. Freight rates and costs vary subject to destination and carrier charges.

DEALER LEASE OPTION FOR RENTALS

Dealers looking to replenish and refresh their rental fleet now have more financing options with Hyundai:

- ✓ Lower your monthly payments on rental financing using our “Dealer Lease” option
- ✓ Up to 25% of the residual applied to your rental fleet units,
- ✓ End of term lease options – purchase remaining 25% value at end of lease, and sell as used equipment
- ✓ No prepayment penalties, sell the equipment during the term and pay off your balance
- ✓ Applicable to new rental fleet units ordered from Hyundai, existing dealer rentals do not apply

*Savings up to \$100 per month on \$30,000 purchase over 60 months rental term

KEY DEALS

If you're looking for additional support on 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.



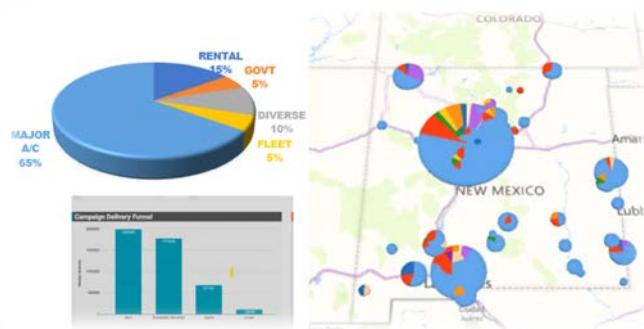
LEAD GENERATION MANAGEMENT PROGRAMS

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.