

2019 PROGRAM UPDATE

You talked. We listened.

We appreciate the valuable feedback we've received regarding the 2019 HY-flow program. Because of this, we've updated the 2019 program to be more accommodating to our dealer network and provide you a better opportunity to keep your dealership stocked with 'Ready-Now' inventory for the 'Ready-Now' customer. If you have any questions, don't hesitate to contact your ABM who will be happy to assist you.

Program Update Highlights

Commitment Form Due Date Change



The new commitment form due date is April 30 to better accommodate the time needed to evaluate inventory and necessary stock.

Revised Order Quantities



Revised minimum and maximum order quantities to help you focus on quickly turning over your existing inventory.

Extended Net Discounts



For dealers participating in the 2019 program, any current SOH and SOO of the HY-flow models can be repriced to the current HY-flow discount.

Additional Evaluation Periods



Two quarterly review periods will allow dealers to respond more effectively to market demands and evaluate their needs.

2019 Stocking Program Summary

This Stocking Program offers you a wide variety of net discounting on the following models

Model	Discount	Program Code
ERP030 - ERP040VT	40%	FLO
MPB045VG	Level 1	46%
	Level 2	49%
GC050LX2	37%	FLO
GP040MX	33%	FLO
GP050 - GP060MX	35%	FLO

Program Dates & Codes

- Program ordering dates: **March 6, 2019–April 30, 2019**
 - *Delivery dates: Units will ship pro-rata over a 12 month period beginning July 2019*
 - *2019 minimums & maximums are based off of the 2019 Dealer Business Plan (DBP) with SOH (Stock on hand) & SOO (Stock on order) taken into consideration*
- The signed commitment form for 2019 is due no later than **April 30, 2019**
- Program codes must be used when ordering these promotional units
 - *Dealers committed to walkie level 2, please use program code **FL2**; Otherwise use program code **FLO***

Incentive

- For dealers participating in the 2019 program, any current stock on hand and stock on order of the HY-flow models can be repriced to the current HY-flow discount (*These units will not count towards your 2019 commitment quantities*)
- Dealers can submit a [HYG Reimbursement Request Form](#) to tacticalpricing@hyster-yale.com

Adjustment Period

- We will review industry projections and allow for adjustments
- Adjustment periods are scheduled for:
 - **August 2019**
 - **December 2019**
- In addition, any dealer in the program wishing to order incremental volume can do so at these times up to their maximum

General Program Guidelines

- Commitment is calculated based upon the Dealer's 2019 Business Plan (DBP)
 - *Dealers received separate communication outlining dealer-specific minimum and maximum purchase requirements under the program*
 - *Contact your Area Business Manager if you did not receive this communication*
- The minimum unit purchase requirement must be met in order to maintain program discounting
 - *Dual branded dealers, your purchase requirement is based on both brands combined*
- Program codes can only be applied to orders placed during the program validity dates
- Program discounts **cannot** be used with short-term rentals
- Dealers may transfer units, at cost, to other dealers
- Program discount may not be utilized in conjunction with other marketing programs
- Units will be charged back to standard discounting if sold to a Yale National Account customer
- Orders are subject to audit for adherence to promotion guidelines.
- To participate, you must be an authorized Yale® dealer
- Units under the promotion may not be cancelled and specific change requests will be handled in accordance with the current sales policy
- Cancellation of existing orders will not be excepted
- Promotion may be modified or terminated at any time at the sole discretion of Yale Company