



2024 HY Share Rewards Program



Why do we Offer a Sales Incentive and Recognition Program?

We want to recognize not only the top dealer sales performers but incentivize everyone to go that extra mile and do what it takes to get that Hyster® or Yale® customer booking.

Program Overview



OPPORTUNITY FOR THE
DEALERS' SALES TEAMS,
SALES COORDINATORS
AND SALESPERSONS TO
EARN POINTS



REDEEM POINTS VIA
THE PROGRAM ONLINE
CATALOG WHICH
INCLUDES THOUSANDS
OF MERCHANDISE
ITEMS AND TRAVEL
EXPERIENCES



TOP SALESPERSONS ARE
RECOGNIZED VIA A
GRAND AWARD



TOP SALES MANAGERS
ARE RECOGNIZED VIA A
GRAND AWARD

The 2024 HY Share Rewards Program

New for 2024

- Updated Site Navigation
- New Learn How to Earn Opportunities
- More opportunities for Sales Coordinators to earn points
- Better-defined Dealer Division Challenge with new goals
- Mid-Year Dealer Division Challenge (HY Tech)

Dealer Sales Representatives

2024 HY Share Rewards Program

Salesperson Incentives

SELL FORKLIFTS. EARN REWARDS.

- **Earn points for selling Hyster and Yale equipment**
 - Full details and rules found on the program website
- **Point values determined by product category**
 - All models are in a HY Share Rewards category, each with a point value
- **Units Sold from Stock**
 - Any units sold from stock must be correctly converted to a customer order in the system
 - Detailed instructions in the NOVO Handbook
- **Major Account contributions**
 - Full details found on the program website

Only people employed by an authorized Hyster® and/or Yale® dealer will be able to redeem points or qualify for the Grand Award. If you leave your current dealership, all points for the merchandise and the Grand Award contest will be immediately forfeited. Your points do not transfer if you leave your dealership and move to another. Rewards are issued in points based on eligible sales that are retail booked between January 1, 2024, and December 31, 2024. Reward points are not transferable, assignable or redeemable for cash and are only redeemable for rewards offered via the program website. Redemption of merchandise will be limited to 3 million points. Points earned toward the Grand Award will not be limited. The catalog will be closed for a holiday shutdown from 5pm EST pm, December 23, 2024, through 8am EST, January 2, 2025. Points must be redeemed by January 31, 2025. All points not redeemed will expire at 11:59pm EST on January 31, 2025. Points may not be supplemented with cash or credit card in an effort to obtain higher valued awards. There are no exceptions.

Salesperson Incentives

All Models are Assigned to a HY Share Rewards Group

- Rewards Group 1 – 2,000 Points per unit sold and retail booked
- Rewards Group 2 – 3,000 Points per unit sold and retail booked
- Rewards Group 3 – 4,000 Points per unit sold and retail booked
- Rewards Group 4 – 6,000 Points per unit sold and retail booked
- Rewards Group 5 – 8,000 Points per unit sold and retail booked
- Rewards Group 6 – 20,000 Points per unit sold and retail booked
- Rewards Group 7 – 30,000 Points per unit sold and retail booked
- Rewards Group 8 – 40,000 Points per unit sold and retail booked

Participants will not be able to redeem points until their profile is confirmed and W9 requirements are met. Participants must activate their account by November 30, 2024, to redeem points and be considered for Grand Award.

Redeem Points for the hottest merch

Options for selling one 8,000 lb. sit down forklift

Rewards Group 4



Mug Warmer



Platinum Tools 19103
Micro Mini II
Screwdriver Set



Trucker Mesh Back
Cap BLACK/BLACK

Options for selling one Reach Truck

Rewards Group 5



Insignia™ - Side
Dock Dual Battery
Charger for Xbox
Series S - White



Sleep Therapy Sound
Machine



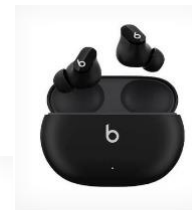
2qt Star Wars Slow
Cooker

Options for selling one H550

Rewards Group 8



Solo Stove Titan
Camp Stove
Stainless Steel



Beats by Dr Dre
Studio Buds Noise-
Canceling True W



[Solution 18-Piece
Knife Block Set](#)

Items shown are subject to availability

Salesperson Incentives

Major Account contributions for the most part are captured automatically in NOVO, with one exception:

If the HYG Major Account Manager completes all of the NOVO activities (i.e., prepares the quote, enters the order) for a decentralized booking, we do not have a way to capture the Dealer Sales Rep's information.

- To receive credit for this type of Major Account Sale, the Sales Rep must submit a completed template (all fields are required for eligibility) to the HYG Major Account Manager.
- It is the Sales Rep's responsibility to work with the HYG Major Account Manager to submit the form within 60 days of the date of sale to be eligible for points.
- After approval of the Sales Rep's submission to the HYG Major Account Manager, the Major Accounts team forwards the approved list to HY Share Rewards for processing.

TAKE5 Program Details

- Each month, after Sales have been uploaded to HY Share Rewards, each active Salesperson will receive 1,000 points
- The Salesperson must log in to HY Share Rewards and review their Sales Incentive Reporting
- The Salesperson will complete the **TAKE5 form** to confirm accuracy of the reporting – this task must be completed within 10 days of uploading Sales to HY Share Rewards or the 1,000 points will be removed.
- Once a quarter each person that submitted the TAKE5 will be entered into a Sweepstakes for additional points
- If your account does not accurately reflect your sales contributions, for any type of booking, please submit a **HY-Assist Ticket** with information about the missing sale.
 - Subject line: HY Share Rewards
 - In the body of the request, YOU MUST include the following information:
 - Order number
 - Quote number
 - Date of sale
 - Customer name

Participants must check and confirm their points month-to-month. We will not review sales that took place more than 90 days prior to the date a HY Assist Ticket is submitted.

Salesperson HY Tech BONUS

Hyster Reaction™ / Yale Reliant™ are key differentiators in the marketplace, and we have a huge opportunity to help solve some of our customer's biggest challenges. Our goal is to enable all salespeople and sales leaders to speak intelligently to these solutions and turn opportunities into sales.

Complete Hyster Reaction / Yale Reliant Training Modules (4 in total)

- Must complete all four sessions to earn 8,000 points
- Must be completed by April 15, 2024, to receive points in April 2024

Complete Quiz via HY Share Rewards website

- 500 points for each correct answer on the quiz per module
- Must be completed by April 30, 2024

Pitch via HY Impact

- Utilize the Hyster Reaction or Yale Reliant Pitch Template via the HY Impact Portal to an existing, or potential customer, to receive 5,000 points
- Must be completed by June 14, 2024, to receive points in July 2024

HY5 BONUS

Through June 14, we are running a special points promotion for Salespeople and Sales Coordinators. They are asked to review the accounts lists for Beverage Accounts and NA Steel Association Accounts and provide the Salesperson contact for the listed accounts on the appropriate form. Each submission earns 1,000 points upon approval!

Beginning July 1 – Salespeople Only

Visit a customer location from the DSI Beverage Account and/or NA Steel Association Account list and provide local account details (see Customer Visit Information below). 5,000 points will be earned after completing the qualifying visit information, one bonus per site. All visit details will be loaded on the Major Account location record in Salesforce and alert the Director and MAM when updated. Date of visit must be between July 1, 2024 and December 31, 2024. Forms have to be submitted by January 10, 2025.

Sales Rep Contact (name, phone, email)	Date of Visit MM/DD/YYYY	Brands of Equipment in Operation <ul style="list-style-type: none">• Primary• Secondary• Tertiary - (list)
Dealership Name, Division	Local/Site Contact Name, Phone, Email	Next buy date MM/YYYY
Customer Name & Address	Local/Site Fleet Size (number)	Notes/Comments (optional text field)
NOVO Account ID	Estimated Annual Purchases (number)	Recommended Next Action Step

Salesperson Grand Award

Grand Award earned by top performers on unit sales Leaderboard

- The HY Share Rewards program leaderboard is based on qualified 2024 retail sales of new forklift units sold directly by a Sales Rep to a customer, or through a Major Account Manager to a decentralized major account.
- Top 20 Dealer Salespeople based on points earn Grand Award recognition.
- The top 10 Dealer Salespeople will be recognized as President's Circle.

Grand Award earned by Top Salesperson in the below Categories

- Warehouse Sales
- Very Narrow Aisle Sales
- Integrated Lithium Ion Sales
- Big Truck Sales

See website for eligible models



Salesperson Model Madness

Sell. Score. Win.

- The most new customer bookings of the models below between April 1 and December 31, 2024 (sale date must be between April 1 and December 31, 2024)
- The leading Salesperson based on units sold will earn a spot on the 2025 Grand Award trip
- Salespeople will continue to earn points for qualified Hyster or Yale truck sales
- If the leader qualifies for the Grand Award in another category the next in the leaderboard will be awarded



See website for eligible models



Dealer Sales Coordinators

2024 HY Share Rewards Program






Sales Coordinator Incentives

- Monthly opportunities to earn points
 - Hierarchy – Submit updates for points
 - Participate in quizzes / best practices / sweepstakes every month

- Unlimited Earning Potential!

A W9 will be required to access the catalog and a 1099 will be issued if spend goes over taxable amount

- *Coming Soon!*


- Major Account Installations earning opportunities
 - Major Accounts – Identify sales rep by target locations
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Participants will not be able to redeem points until their profile is confirmed and W9 requirements are met. Participants must activate their account by November 30, 2024, to redeem points.



HY5 BONUS


Through June 14, we are running a special points promotion for Salespeople and Sales Coordinators. They are asked to review the accounts lists for Beverage Accounts and NA Steel Association Accounts and provide the Salesperson contact for the listed accounts on the appropriate form. Each submission earns 1,000 points upon approval!





North American Sales Coordinator Day

- June 25, 2024
- Opportunities throughout the day for Sales Coordinators to earn points
- Sales Managers and Salespeople will have the opportunity to nominate Sales Coordinators for an opportunity to earn a sweepstakes entry for additional points



Participants will not be able to redeem points until their profile is confirmed and W9 requirements are met. Participants must activate their account by November 30, 2024, to redeem points.

Major Account Installs

- Reporting will be sent monthly and all Sales Coordinators at the dealership will receive equal number of points based on turn-around time in levels.
- Point buckets: Below Point amounts will be distributed to Sales Coordinators at aligned dealerships
 - 19 days or less (Sales Coordinators will receive 5,000 points)
 - 20 – 25 days (Sales Coordinators will receive 3,000 points)
 - 26 – 35 days (Sales Coordinators will receive 1,000 points)
 - 36 days or greater (no points distributed)

Dealer Division Incentive / Recognition

2024 HY Share Rewards Program

Dealer Division HY Tech Challenge

Aligned Salespeople Complete Hyster Reaction / Yale Reliant Training Modules

- 1 point for each percentage of aligned Salespeople that complete all four modules
 - For Example: 100% of aligned Salespeople complete = 100 points
- Must be completed by April 15, 2024

Aligned Salespeople Complete Hyster Reaction / Yale Reliant Quiz in the HY Share Rewards Website

- 1 point for each percentage of the average score of aligned salespeople
 - For Example: If the average score of aligned Salespeople on the quiz is 85% = 85 points
- Must be completed by April 30, 2024

Aligned Salespeople Pitch with the Hyster Reaction / Yale Reliant Pitch Template via HY Impact Portal

- 1 point for each percentage of aligned Salespeople that utilize the pitch template via the HY Impact Portal to an existing or potential customer
 - For Example: 100% of aligned Salespeople utilize the pitch template = 100 points
- Must be completed by June 14, 2024

Trip Winners

- Top 8 Dealer Divisions* based on total points earned will win a trip to Sage Lodge in Pray, Montana
- Trip dates: August 7 – 9, 2024

Hyster Reaction™/Yale Reliant™ are key differentiators in the marketplace, and we have a huge opportunity to help solve some of our customers biggest challenges around labor and safety. Our goal is to enable all salespeople and sales leaders to intelligently speak to these solutions and turn opportunities into sales.

** Dealer Division Score is based on Aligned Salespeople in hierarchy reporting of Salespeople with an account in the HY Share Rewards Program*

Dealer Division Challenge

As a Sales Manager you can qualify for the 2024 Grand Award based on meeting a number of objectives. This is an annual competition based on performance from January 1 through December 31, 2024. The top eight Sales Managers (4 Hyster and 4 Yale) will be awarded the Grand Award based on the below evaluation criteria.

Annual Goals – Objective Standards

- Total Retail Market Share – includes major accounts
 - Will account for 25% of the total score
 - For example: if your Retail Market Share is 10% you will receive 2.5 points (ex. – $.25 \times 10$)
- YOY Retail Market Share Growth
 - Will account for 50% of the total score
 - For example: if your YOY Retail Market Share Growth is 2% you will receive 1 point (ex. – $.5 \times 2$)
- YOY Combined Warehouse Retail Share Growth – Class II and III
 - Will account for 25% of the total score
 - For example: if your YOY Combined Warehouse Retail Share Growth is 3% you will receive 0.75 points (ex. – $.25 \times 3$)

Dealer Division must have an active Sales Manager in the HY Share Rewards program by November 30, 2024, to be considered for Grand Award.



Dealer Division Model Madness

Sell. Score. Win.

- The most new customer bookings of the models below between April 1 and December 31, 2024 (sale date must be between April 1 and December 31, 2024)
- The leading Dealer Division based on units sold will earn a spot on the 2025 Grand Award trip
- If the leader qualifies for the Grand Award in the Dealer Division Challenge, the next in the leaderboard will be awarded

See website for eligible models





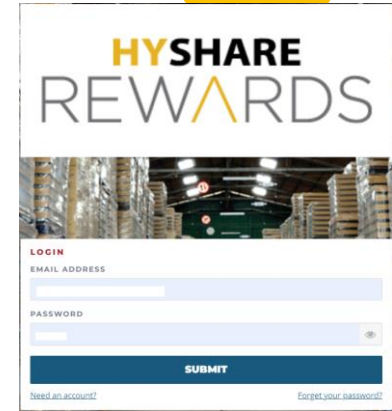
How To's

2024 HY Share Rewards Program

Where to find details

Program Website

- www.hysharerewardsprogram.com
-  Contact Program Headquarters at info@hysharerewardsprogram.com
-  Toll Free #: 866-853-9449



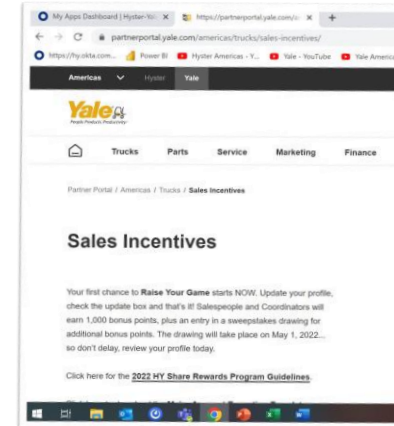
The image shows the HYSHARE REWARDS logo at the top. Below it is a photograph of a warehouse interior with tall stacks of pallets. Underneath the photo is a login form with the following fields: LOGIN, EMAIL ADDRESS, and PASSWORD. There is a blue SUBMIT button at the bottom of the form. At the very bottom, there are two links: "Need an account?" and "forget your password?".

Partner Portal

- Click on Trucks / Truck Sales Incentives

Participants are sent communications throughout the year

- Quarterly newsletters
- Monthly reminder emails
- Emails advising of new earning opportunities
- Grand Award Trip information



Participation in the HY Share Rewards program is voluntary. You may opt out of the Program at any time by contacting Program Headquarters.

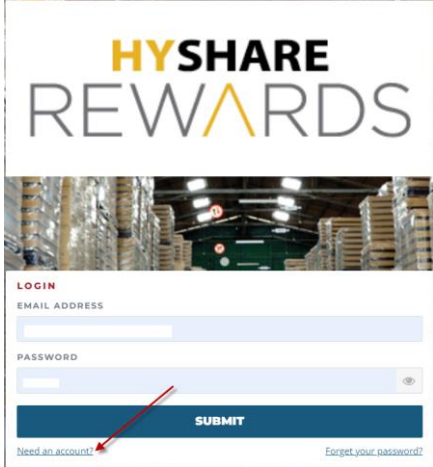
Sales Team Member Management

Do you have a new team member that needs access to the program?

- Go to www.hysharerewardsprogram.com
- On the login screen, click on “Need an Account?”
- Enter the requested information
- Click “Sign Up”
- After review and approval, the new team member will be sent an email to activate their account.

Do you have a team member that is no longer at the dealership?

- Please alert Program Headquarters at info@hysharerewardsprogram.com to deactivate their account



HYSHARE
REWARDS

LOGIN

EMAIL ADDRESS

PASSWORD

[Need an account?](#) [Forgot your password?](#)

SUBMIT

Terms & Conditions

2024 HY Share Rewards Program

Terms & Conditions

- These Terms and Conditions contained herein and at www.hysharerewardsprogram.com (the “Site”) form the agreement between you (the “Participant”) and Hyster-Yale Group, with respect to your registration, use of, and access to HY Share Rewards (hereafter referred to as the “Program”). Your participation in the Program is subject in all respects to the Terms & Conditions. Please read all Terms and Conditions carefully before enrolling in HY Share Rewards or accessing or using the Site. By participating in HY Share Rewards, you agree to abide by all Terms and Conditions, which may be updated from time to time. The Terms and Conditions govern your rights and responsibilities in connection with HY Share Rewards, the website, its content, or goods and services offered, made available, or provided on or through HY Share Rewards.
- Please visit the Site and click on the “Terms & Conditions” link at the bottom of the page. You will be required to agree to the Terms and Conditions prior enrolling in the program.
- *NOTE: Participation in the HY Share Rewards program is voluntary. You may opt out of the Program at any time by contacting Program Headquarters.*

Program rules are subject to change. Refer to program website for the most up to date details.

Terms & Conditions

HY Share Rewards is an incentive program which rewards loyalty to the Hyster and Yale brands.

- Rewards are issued in points based on eligible sales that are retail booked between January 1, 2024, and December 31, 2024. Reward points are not transferable, assignable or redeemable for cash and are only redeemable for rewards offered via the program website. Redemption of merchandise will be limited to 3 million points. Points earned toward the Grand Award will not be limited. The catalog will be closed for a holiday shutdown from 5pm EST pm, December 23, 2024, through 8am EST, January 2, 2025. Points earned between January 1, 2024, and December 31, 2024, must be redeemed by 11:59pm EST on January 31, 2025. All points not redeemed by 11:59pm EST on January 31, 2025, will expire after that time. Points may not be supplemented with cash or credit card in an effort to obtain higher valued awards.
- Eligible products and rewards will be determined by Hyster-Yale Group and Hyster-Yale Group reserves the right to alter and/or change eligible products and associated reward value at any time during the program period.
- The reward incentive is paid based on meeting the criteria outlined by Hyster-Yale Group for each specific HY Share Rewards program. Failure to meet all criteria will result in denial of award.
- HY Share Rewards is an “audited” program meaning all awards and products are reviewed for eligibility. There may be a delay between the time the rewarded behavior (sales/service/etc.) occurs and the award points are credited.
- The eligible products may change at any time, without notice. Hyster-Yale Group reserves the right to add eligible products, subtract eligible products, and raise or lower the award assigned to each product or activity.

Program rules are subject to change. Refer to program website for the most up to date details.

Terms & Conditions

- **To receive credit for the Major Account Sales, you must submit a** completed [template](#) (all fields are required for eligibility) to the HYG Major Account Manager. **It is your responsibility to work with the HYG Major Account Manager to submit** Major Account sales **within 60 days** of the date of sale to be eligible for points. (Example: a Major Account sale on March 1 would not be awarded points if submitted after May 1)
- Hyster-Yale Group reserves the right to modify the terms of this offering or to discontinue this Program at any time for any reason.
- In the United States, each participant is responsible for all federal, state or local taxes. If you live in the United States, you may receive an IRS 1099 form and/or additional information that may be required of you to meet tax obligations. Participants in other countries will also be responsible for any tax obligations as mandated by their government.
- HY Share Rewards is void where prohibited by federal, state or local laws or company policy. Hyster-Yale Group will not be held liable if the Program is in violation of specific company policies or local country laws.
- Fraud or abuse relating to the accrual of points or redemption of rewards may result in forfeiture of accrued points as well as cancellation of your Program account. Hyster-Yale Group reserves the right, at its sole discretion, to disqualify anyone whose actions are inconsistent with the intent of the Program.
- Only people employed by an authorized Hyster® and/or Yale® dealer will be able to redeem points or qualify for the Grand Award. Participants can have only one active account within the HY Share Rewards program and must activate their account on or before November 30 of the current calendar year to redeem points and be considered for the Grand Award. For 2024 that is Saturday, November 30, 2024.
- Upon leaving the employment or engagement of services with Hyster-Yale Group for any reason, your account on HY Share Rewards will be deactivated and any remaining points will be forfeited on your last day with the company.

Program rules are subject to change. Refer to program website for the most up to date details.

Thank you.

**The 2024 HY Share Rewards Program.
Stronger Together.**