



CHAMPIONS
LEAGUE

2026 CHAMPIONS LEAGUE

JANUARY 1 – DECEMBER 31, 2026





CHAMPIONS
LEAGUE

WHY OFFER AN INCENTIVE AND RECOGNITION PROGRAM?

**WE WANT TO INCENTIVIZE EVERYONE
TO GO THAT EXTRA MILE.**



CHAMPIONS LEAGUE



Welcome to Champions League, where top performers earn recognition, rewards, and a place among the best

Champions League is more than an incentive program. It is a celebration of achievement, growth, and the drive to succeed. Every goal you pursue, every sale you make, and every milestone you reach moves you closer to exciting rewards and well-earned recognition.

As our business continues to evolve, so does the way we reward success. Champions League introduces new opportunities, expanded earning potential, and more ways for individuals and teams to turn performance into points.

Designed to bring our business together under one program, Champions League rewards contributions across New Equipment Sales, Parts Sales, Batteries, Chargers, and Technology Sales. Whether you are building customer relationships, growing market share, or driving results in new areas, your efforts can help you climb the leaderboard.

Take time to explore the platform, track your progress, and discover the many ways you can earn points throughout the year.

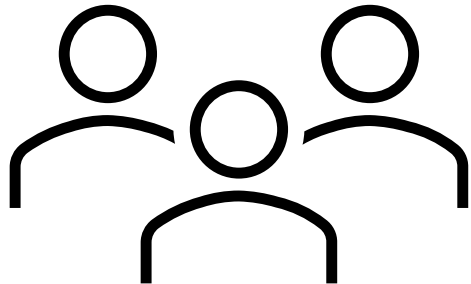
Your journey starts here. Rise to the challenge. Earn your rewards. Become a Champion.

PROGRAM OVERVIEW



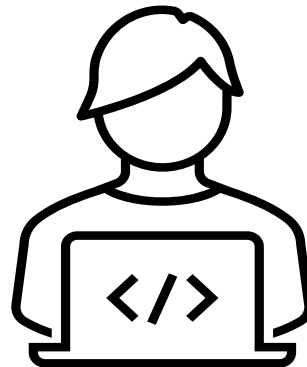
UNITED

- HYShare Rewards and AIM-HY are now united under one incentive experience: Champions League



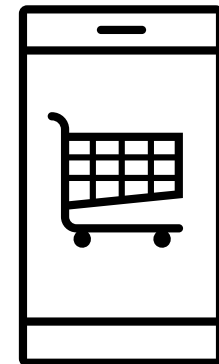
OPPORTUNITIES

- Opportunity for Sales Coordinators, Salespeople, Parts Associates and Parts Managers to Earn Points



REDEEM

- Redeem points via the Program Online Catalog which includes thousands of merchandise items and travel experiences



EQUIPMENT SALES PROGRAM



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DEALER DIVISION EQUIPMENT SALES INCENTIVE & RECOGNITION



DEALER DIVISION CHALLENGE



Introducing The Million Points Challenge - As a Sales Manager you can qualify for the 2026 Champions League Million Points Challenge based on meeting the following objectives.

The Million Points Challenge

- 1 million points to a Sales Manager of the winning Dealer Division (1 Hyster winner / 1 Yale winner)
- 1 million points to a Sales Manager of the winning Dealer Division to distribute to their team (1 Hyster winner / 1 Yale winner)

Annual Goals – Objective Standards

- Total Retail Market Share Class I – (Major Accounts included)
 - Will account for 25% of the total score
- YOY Retail Market Share Growth for Class I
 - Will account for 50% of the total score

Additional Goal – Objective Standards

- Total Retail for PAC (Pedestrian Awareness Cameras)
 - Will account for 25% of the total score
 - Retail sales from July 1 through December 31, 2026



***Dealer Division must have an active Sales Manager in the Champions League program by November 30, 2026, to be considered. 12% Market Share is required to be eligible.*

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DEALER DIVISION CHALLENGE



The Million Points Challenge

Annual Goals – Objective Standards

- Total Retail Market Share for Class I - (Major Accounts included) — 25% of score
 - For example: if your Retail Market Share for Class I is 12% you will receive 3 points (ex. – $.25 \times 12$)
- YOY Retail Market Share Growth for Class I — 50% of score
 - For example: if your YOY Retail Market Share Growth for Class I is 2% you will receive 1 point (ex. – $.5 \times 2$)

Additional Goal – Objective Standards

- Total Retail PAC (Pedestrian Awareness Camera) Sales — 25% of score
 - For example: PAC Sales are 100 you will receive 25 points (ex. – $.25 \times 100$)
- Based on the scoring above. The total score for the Division would be 29. Sample report:

Hyster Division Name	Hyster Retail Market Share Class I	Hyster Retail Market Share Class I Points	Hyster YOY Retail Market Share Class I Growth	Hyster YOY Retail Market Share Class I Growth Points	Total Retail PAC Sales	Total Retail PAC Sales Points	Total Hyster Dealer Division Challenge Points
DIVISION	12%	3	2%	1	100	25	29



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DEALER SALESPEOPLE



Yale 

SALESPERSON INCENTIVES



Champions League is earned by top performers on unit sales Leaderboard

The road to the Champions League starts now and every sale you close helps earn your place in President's Circle for 2026. This elite recognition is reserved for top performing dealer sales representatives who deliver outstanding results.

New unit sales representatives can earn points toward the Champions League when they sell and retail book any new forklift unit from January 1, 2026 to December 31, 2026. The Rewards program is based on qualified 2026 retail sales of new forklift units sold directly by a sales representative to a dealer's customer, or through a Major Account Manager to a decentralized major account.

President's Circle Recognition

The top 10 Salespeople will earn a spot on the 2026 Champions League President's Circle Trip. The winners will be rewarded with an unforgettable 3-day, 2-night trip to Vail, Colorado in Q2 2027. We will celebrate the dedication, performance, and leadership that define the very best in sales performance.

Don't miss your chance to be among the best. Step up, stand out, and secure your spot.

SALESPERSON INCENTIVES



SELL FORKLIFTS. EARN REWARDS.

- **Earn points for selling Hyster and Yale equipment**
 - Full details and rules found on the program website
- **Earn points for selling Bolzoni**
 - Full details and rules found on the program website
- **Point values determined by product category**
 - All models are in a 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 Champions League. If you leave your current dealership, all points for Champions League 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, 2026, and December 31, 2026. 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. The catalog will be closed for a holiday shutdown from 5pm EST, December 23, 2026, through 8am EST, January 2, 2027. Points must be redeemed by January 31, 2027. All points not redeemed will expire at 11:59pm EST on January 31, 2027. 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
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

Refer to the Partner Portal or the Champions League website for full details on the Rewards Group. 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, 2026, to redeem points.

SALESPERSON INCENTIVES



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

If the HYMH 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 Major Account Submissions Contact.
- Email the completed form to richard.vitte@hyster-yale.com and copy the HYMH Major Account Manager.
- It is the Sales Rep's responsibility to submit the form 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)
- Questions regarding your request can be emailed to richard.vitte@hyster-yale.com

MISSING ORDER INQUIRY PROCESS



- Each month Sales are uploaded, after Sales have been uploaded to the Rewards website, each Salesperson must log in and review their Sales Incentive Reporting
- If your account does not accurately reflect your sales contributions, for any type of booking, please send an email to info@hychampionsleague.com
- Subject line: Champions League Program – Missing Order
 - In the body of the request, YOU MUST include the following information:
 - Order number
 - Quote number
 - Date of sale
 - Customer name
- One of our experts will respond back to your inquiry

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 of your submission.



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DEALER SALES COORDINATORS



SALES COORDINATOR INCENTIVES



TAKE5

Monthly Opportunities to earn points

- Hierarchy – submit updates for points
- Quizzes on NOVO knowledge, order processes, website
- Best practice submission or Fun question

Super Coordinator Day

- Opportunities throughout the day for Sales Coordinators to earn 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, 2026, to redeem points.

AFTERSALES INCENTIVE & RECOGNITION PROGRAM

AFTERSALES



Welcome to Champions League, where top performers earn recognition, rewards, and a place among the best

Champions League is more than an incentive program. It is a celebration of achievement, growth, and the drive to succeed. Every goal you pursue, every sale you make, and every milestone you reach moves you closer to exciting rewards and well-earned recognition.

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Take time to explore the platform, track your progress, and discover the many ways you can earn points throughout the year.

Your journey starts here. Rise to the challenge. Earn your rewards. Become a Champion.



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AFTERSALES BRANCH INCENTIVE & RECOGNITION



BRANCH CHALLENGE



Introducing The Million Points Challenge – A high-impact competition designed to reward Parts Managers/Parts Associates who are driving growth in Genuine HY SOURCE™ Parts.

Competing within your category, every gain in year-over-year growth brings your team closer to earning a share of the reward points.

TAKE THE LEAD

Drive growth. Outperform the competition. Earn your share of the million.



The Million Points Challenge

- Top three branches in each category with the highest positive year-over-year growth will be awarded points.
- To qualify, branches must meet or exceed their 2025 performance level.
- Winners will be ranked based on the greatest **positive growth** compared to 2025 results.
- Champions League points will be awarded to Parts Managers for distribution

Category	Total Points	Points Per Winner
Category 1	2,000,000	666,667
Category 2	1,000,000	333,333
Category 3	750,000	250,000
Category 4	250,000	83,333

***Dealer Branch must have an active Parts Manager in the Champions League program by November 30, 2026, to be considered.*



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PARTS MANAGER



PARTS MANAGER



Earn points for Parts Certification

- Must pass with 100% to earn points, retakes allowed
- Six training modules annually (two per quarter beginning in Q2 2026)

Quarterly Acceleration Sprints

- Each quarter features a focused, category-specific sales sprint
- Performance is measured across the full quarter (Example: Q2 = April, May, June)
- Winners are determined by **highest total sales**
- Dealers must meet a **minimum sales threshold** to qualify
- Champions League points will be awarded to Parts Managers for distribution



CHAMPIONS
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PARTS ASSOCIATE



PARTS ASSOCIATE



Earn points for Parts Certification

- Must pass with 100% to earn points, retakes allowed
- Six training modules annually (two per quarter beginning in Q2 2026)

Quarterly Acceleration Sprints

- Each quarter features a focused, category-specific sales sprint
- Performance is measured across the full quarter (Example: Q2 = April, May, June)
- Winners are determined by **highest total sales**
- Dealers must meet a **minimum sales threshold** to qualify
- Champions League points will be awarded to Parts Managers for distribution

NEED ASSISTANCE?

WHERE TO FIND DETAILS



Program Website

- <https://hychampionsleague.com/>
- Contact Program Headquarters at info@hychampionsleague.com
- Toll Free #: 866-853-9449

Partner Portal

- For Equipment Sales Click on Trucks / Truck Sales Incentives
- For Aftersales Click on Parts/Parts Incentive

Participants are sent communications

- Quarterly Newsletters
- Monthly reminder emails
- Emails advising of new earning opportunities

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

- Go to <https://hychampionsleague.com/>
- On the login screen, click on “Request Access”
- Enter the requested information
- Click “Request an Account”
- After review and approval, the new team member will be sent an email to activate their account.
- Participants must submit an account request and activate the account between February 1 and November 30, 2026

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

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

Participation in the Champions League is voluntary. You may opt out of the Program at any time by contacting Program Headquarters.

TERMS & CONDITIONS

TERMS & CONDITIONS



- These Terms and Conditions contained herein and at <https://hychampionsleague.com/> (the “Site”) form the agreement between you (the “Participant”) and Hyster-Yale Materials Handling, with respect to your registration, use of, and access to the Champions League (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 the Program or accessing or using the Site. By participating in the Program, 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 the Program, the website, its content, or goods and services offered, made available, or provided on or through the Program.
- 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 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



The Champions League 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, 2026, and December 31, 2026. 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 Champions League Standings will not be limited. The catalog will be closed for a holiday shutdown from 5pm EST pm, December 23, 2026, through 8am EST, January 2, 2027. Points earned between January 1, 2026, and December 31, 2026, must be redeemed by 11:59pm EST on January 31, 2027. All points not redeemed by 11:59pm EST on January 31, 2027, 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 Materials Handling and Hyster-Yale Materials Handling 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 Materials Handling. Failure to meet all criteria will result in denial of award.
- The Champions League 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 Materials Handling reserves the right to add eligible products, subtract eligible products, and raise or lower the award assigned to each product or activity.
- **To receive credit for the Major Account Sales, you must submit a** completed [template](#) (all fields are required for eligibility) to the Major Account Submissions contact. Email the completed form to Richard Vitte, richard.vitte@hyster-yale.com. **It is your responsibility 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)

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

TERMS & CONDITIONS



- Hyster-Yale Materials Handling 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.
- The Champions League is void where prohibited by federal, state or local laws or company policy. Hyster-Yale Materials Handling 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 Materials Handling 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 Champions League. Participants can have only one active account within the Champions League and must activate their account on or before November 30 of the current calendar year to redeem points. For 2026 that is Monday, November 30, 2026.
- Upon leaving the employment or engagement of services with Hyster-Yale Materials Handling for any reason, your account on the Champions League will be deactivated and any remaining points will be forfeited on your last day with the company.
- There is no cash or point value for the Champions League. The Champions League is non-transferable and cannot be substituted for an alternative award.

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



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THANK YOU

