



SALES INCENTIVE PROGRAMS 2017 Q1 & Q2 **UPDATE**

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PRINCIPALS, SALES MANAGERS, SALES PEOPLE
MARKETING
MARCH 1, 2017

MAXIMIZE YOUR INCOME FOR 2017 WITH NEW & ENHANCED INCENTIVES

Please see the following pages for complete program details. All questions concerning our Sales Incentive Programs should be directed to Dominik Beckman (beckman@hino.com).

POWERON.

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DEALERSHIP

1. 17MY LAST CHANCE OPPORTUNITY EXPIRED

With 18MY production now out to May, take this opportunity to order the last remaining 17MY Conventional units and earn some additional cash along the way! Based on how many orders your dealership places against Hino's 17MY on-the-ground inventory between January 1 and January 31, 2017, Hino will pay the following cash payouts!

17MY CONV. UNITS ORDERED	DEALERSHIP BONUS
5-9	\$2,500
10-14	\$7,500
15+	\$15,000

BONUS: For each 17MY Conventional ordered from HMS inventory in January with a Morgan Quick Turn body and Waltco Liftgate combination through HinoNet, dealers will receive an additional **\$300**.

PROGRAM PERIOD:

17MY Conventional unit orders from HMS on-the-ground inventory placed between **January 1 and January 31, 2017**.

PROGRAM GUIDELINES:

Requires ship-to location and requested delivery date entered in order screen, which cannot exceed February 28, 2017. Orders will not be held and will ship upon order submission. For dealer groups with multiple Hino locations, order must remain allocated to the dealer code it was ordered under for one full year from the system order date before becoming transfer eligible. National Accounts, DOL, and Dealer Demo orders are excluded.

PAYOUT:

March 2017
HinoBucks code 400 for Bonus

SALES PERSON

2. DEALER SALESPERSON INCENTIVES EXTENDED

For the 1st and 2nd quarter, cumulative 18MY and older new truck units will pay the following additional Sales Person HinoBucks bonuses at the conclusion of the program period:

MODEL	CUMULATIVE DTU'D UNITS	PAYOUT
Conventional Category 1 & 2	7-9	\$2,500
	10-14	\$5,000
	15+	\$7,500
COE	5-7	\$2,500
	8-10	\$5,000
	11+	\$7,500

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

National Account, DOL, and Dealer Demo DTUs are not eligible and do not count towards your cumulative sales bonus.

PAYOUT:

July 2017
HinoBucks code 350 for Conventional CAT 1&2 / 300 for COE



DEALERSHIP

3. SPECIAL TCF/HITACHI 3.9% APR ON COE **EXTENDED**

Both Hitachi and Toyota Commercial Finance have extended the 3.9%APR deal for COE!



PROGRAM PERIOD:

TCF: DTU's submitted between January 1 and March 31 2017.

Hitachi: DTU's submitted between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

TCF: Applications must be submitted by March 31, 2017.

Hitachi: Applications must be submitted by June 30, 2017.

DEALERSHIP

4. COMPETITIVE CONQUEST INCENTIVE **EXTENDED WITH SPECIAL TCF RATE**

Within the "Hino Prospects" tab in HinoNet, Sales Managers are able to access a target list of owners of competitive vehicles who have not purchased a Hino since the beginning of 2011. Please refer to the list updated as of **January 3rd** for eligible customers. Hino will pay the following on conquest list customer retails:

SALES PERSON

1st unit sold off of conquest list = **\$500** bonus

Each additional unit sold after 1st unit off of conquest list = **\$300** bonus

Each increment of 10 units sold to customers on conquest list = **\$2,500** bonus

EXAMPLE: Unit 1=\$500 bonus, Unit 2, \$300, Unit 10=\$2,800, Unit 11=\$300, Unit 20=\$2,800...

SALES MANAGER

5 units sold to customers on conquest list = **\$500** bonus

10 units sold to customers on conquest list = **\$1,000** bonus

Each increment of 10 units sold to customers on conquest list = **\$1,000** bonus

EXAMPLE: Unit 10=\$1,000 bonus, Unit 20=\$1,000 bonus, Unit 30=\$1,000...

DEALERSHIP

Every 10th unit sold to customers on conquest list = **\$10,000** bonus

EXAMPLE: Unit 10=\$10,000 bonus, Unit 20=\$10,000 bonus, Unit 30=\$10,000...

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES: In order for a DTU to be reviewed for incentive payout, the "Comprehensive Conquest Customer" box must be checked "Yes" in the DTU screen at time of DTU submission. If the box is not checked, the DTU will not be provided. Hino will honor valid claims in the event the box was not properly checked. A claim not checked at DTU must be submitted within 60 days of DTU date to Jonathan Rottet, rottet@hino.com to be eligible. Supplied Prospect Lists are for reference only. Customer inclusion on supplied lists does not guarantee Conquest payout approval. Conquested customers in 2016 are not program eligible.

Only DTUs attached to the initial CPA which were awarded the conquest business will be approved for conquest payout. Any additional conquest payout claims to the same customer on a different CPA will be rejected.

ADDITIONAL OFFER: TCF is offering a **special 4.99% rate** to approved Conquest list customers **through March 31, 2017**. See TCF bulletin for details.

PAYOUT: Monthly for Sales Person & Sales Manager / July 2017 for Dealership incentive
HinoBucks code 120



DEALERSHIP**5. DEALER TARGET ACHIEVEMENT BONUS EXTENDED**

Dealers who achieve and exceed their first half 2017 Conventional and COE combined sales target will receive:

PERCENTAGE ACHIEVED	DEALERSHIP BONUS	SALES MANAGER BONUS
200+	\$25,000	\$5,000
131-199	\$15,000	\$3,000
100-130	\$10,000	\$2,000

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

Minimum of 20 retail sales and 80% of Conventional target achieved during the program period is required for eligibility.

As National Account DTU's are excluded from sales objective target achievement, these DTU's will also be excluded from this program.

SALES PERSON**6. INSIGHT SUBSCRIPTION INCENTIVE
ENHANCED WITH INSIGHT MADNESS COMPETITION**

Earn HinoBucks for extended Hino Insight plans sold on 17MY and 18MY trucks:

EXTENSION YEARS	TOTAL YEARS	SALES PERSON INCENTIVE
2	3 YEARS TOTAL	\$200 HinoBucks
4	5 YEARS TOTAL	\$400 HinoBucks

See **INSIGHT MADDNESS INCENTIVE** announcement for big ticket reward opportunities from Apple iPads to a 4-Day beach vacation.

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

The 2 Year or 4 Year Extension can be ordered by selecting Option INSGHT3 or INSGHT5 in HinoNet. For stock trucks, extension can be added at time of DTU.

PAYOUT: Monthly

HinoBucks code 130

SALES MANAGER**7. FACTORY CUSTOM PAINT ORDER INCENTIVE ENHANCED**

Hino Trucks will provide a **\$250** HinoBucks Sales Manager incentive on factory custom paint orders for all 18MY Conventional units ordered.

PROGRAM PERIOD:

Sales Manager: Production orders between January 1 and June 30, 2017.

Sales Person: DTU's between February 1 and June 30, 2017.

PROGRAM GUIDELINES:

Hino standard white (Axalta 903287EW), black (Axalta 903281EW), and red (Axalta 909688EW) are excluded from the incentive.

PAYOUT:

Sales Manager: Monthly, following unit wholesale

Sales Person: Monthly, following unit DTU

HinoBucks code 150

SALES PERSON

Hino Trucks will provide a **\$250** HinoBucks Sales Person incentive on factory custom paint orders for all 18MY Conventional units retailed.



SALES PERSON

8. HINOCARE INCENTIVE **ENHANCED**

Incentives are available for all sales of HinoCare Preventive maintenance programs for new DTU'd units.

MODELS	TERM (YEARS)	SERVICES	AFTERTREATMENT WARRANTY	SALES PERSON INCENTIVE
All COE HYBRID	5	15	5YR/200,000 MILE INCL	\$300
All COE HYBRID	7	21	7YR/150,000 MILE INCL	\$500
All COE DIESEL	5 INCL 2 FREE	9	5YR/200,000 MILE INCL	\$300
All COE DIESEL	7 INCL 2 FREE	15	7YR/150,000 MILE INCL	\$500
ALL CONV	4	8		\$250
ALL CONV	6	12		\$250

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

New 2014-18MY COE and 2015-18MY Conventional truck units are eligible. COE Diesel Models are sold with 2 years already included so these incentives apply to additional terms. See HinoCare Incentive Program document for details.

PAYOUT: Monthly

HinoBucks code 140

DEALERSHIP

9. DEALER DEMO PROGRAM **EXTENDED**

Discount structure for 18MY Dealer Demo Program is as follows:

MONTHS UNIT IN PROGRAM	NOTE	BUY BACK DISCOUNT
3 Months	Minimum Term	5% (off dealer net price)
4 Months		10% (off dealer net price)
5 Months		15% (off dealer net price)
6 Months	Maximum Term	20% (off dealer net price)

PROGRAM PERIOD:

18MY units ordered from January 1, 2017

PROGRAM GUIDELINES:

Please see the Dealer Demo Program document for details.

ADDITIONAL OFFER: For dealers that place a Dealer Demo order and upfit with a new Amthor Tank body and floor with TCF/Hitachi, Amthor will pay interest on body until demo period expiration.



DEALERSHIP

10. DOL CONCESSION ENHANCED

Dealers who place 18MY units into their Dealer Owned Leasing/Rental business will receive the following tiered CPA levels with greater price breaks provided for larger DOL purchase volumes.

VOLUME	155	195	238	258LP	258ALP	268	268A	338
1-9 trucks/year	\$2,500	\$3,000	\$500	\$3,000	\$3,500	\$6,000	\$7,000	\$10,400
10-49 trucks/year	\$3,000	\$3,500	\$1,000	\$3,500	\$4,000	\$6,750	\$8,000	\$11,500
50+ trucks/year	\$3,500	\$4,000	\$1,250	\$4,000	\$4,750	\$7,250	\$8,750	\$12,500

PROGRAM PERIOD:

DTU's between January 1 and June 30, 2017.

PROGRAM GUIDELINES:

Dealers need to select the generic DOL program from the drop down in the CPA request screen, and then CPA is awarded based on the approved level which will be predetermined by dealer/DSM communication.

Units DTU'd under the DOL CPA must stay registered to DOL fleet for a minimum of 1 year.

Salesperson HinoBucks are limited to \$150 per truck and 50 HinoPoints for DOL DTU's.
HinoBucks code 100

DEALERSHIP

11. AMERIQUEST / NATIONALEASE NEW

Dealers who place 18MY units into an AmeriQuest/NationaLease (AQNL) member will receive the following tiered CPA levels with greater price breaks provided for larger purchase volumes.

CPA LEVEL	155	195	238	258LP	258ALP	268	268A	338
18-L1	\$2,000	\$2,250	\$300	\$2,000	\$2,250	\$2,500	\$2,500	\$6000
18-L2	\$2,500	\$2,750	\$750	\$2,500	\$3,000	\$3,500	\$4,000	\$7000
18-L3	\$3,000	\$3,500	\$1,000	\$3,000	\$3,750	\$5,000	\$6,000	\$9000

PROGRAM PERIOD:

DTU's between March 1 and June 30, 2017.

PROGRAM GUIDELINES:

Dealers need to select the AQNL program from the drop down in the CPA request screen, and then CPA is awarded based on the approved level which will be predetermined by dealer/DSM communication.

Units DTU'd under the AQNL CPA must stay registered to AQNL member's fleet for a minimum of 1 year in full service lease operation. AQNL member's retailing or performing associated activity of any units purchased under this program within 1 year of DTU are in violation of the program.

Salesperson HinoBucks are limited to \$200 per truck + HinoPoints (50 pts. COE / 100 pts. Conventional).
Sales Manager qualifies for 75 HinoPoints per truck.
HinoBucks code 100



MAXIMIZE YOUR PAYOUT BY BUNDLING MULTIPLE INCENTIVES TOGETHER.

PROGRAM	17MY Last Chance Opp	DOL Concession	AmeriQuest/NationalLease	COE Low APR	Dealer Demo Program	HinoCare	Competitive Conquest	Dealer Target Achievement	Insight Subscription Ext	Factory Custom Paint	APPLICATION DEADLINE	LAST DTU DATE	PROGRAM EXPIRATION DATE
17MY Last Chance Opp	X	X	X			X	X	X	X		N/A	N/A	1/31/2017
DOL Concession	X	X	X	X	X	X		X	X	X	N/A	12/31/2017	12/31/2017
AmeriQuest/NationalLease													
COE Low APR*	X	X	X	X	X	X	X	X	X		6/30/2017	6/30/2017	6/30/2017
Dealer Demo Program		X	X	X	X	X	X	X	X	X	N/A	N/A	2/28/2018
HinoCare	X	X	X	X	X	X	X	X	X	X	N/A	N/A	6/30/2017
Competitive Conquest	X			X	X	X	X	X	X	X	N/A	6/30/2017	6/30/2017
Dealer Target Achievement	X	X	X	X	X	X	X	X	X	X	N/A	6/30/2017	6/30/2017
Insight Subscription Ext	X	X	X	X	X	X	X	X	X	X	N/A	6/30/2017	6/30/2017
Factory Custom Paint**		X	X		X	X	X	X	X	X	N/A	6/30/2017	6/30/2017

*Date deadlines are stated for Hitachi / TCF program is guaranteed thru March 31, 2017

**Last DTU date pertains to Sales Person incentive only. Sales Manager incentive deadline is June 30, 2017 for wholesaled units

DTU HINOBUCKS AND HINO POINTS REWARDS

SALES
MANAGER

SALES MANAGER***

MODEL	HINOPOINTS
155 & 155-DC	75
195, 195-DC & 195h	75
238, 258, & 268	75
338	75

SALES
PERSON

SALES PERSON***

MODEL	HINOBUCKS	HINOPOINTS
155 & 155-DC	\$350	50
195, 195-DC & 195h	\$350	50
238, 258, & 268	\$400	100
338	\$500	100

***DOL, National Account, AQNL, and special program exclusions apply as stated in the program guidelines.

HinoBucks code 100

