



TO: HYUNDAI MATERIAL HANDLING DEALERS

RE: LIMITED TIME OFFER – GET 75% CO-OP FOR NEW BRANDED EXTERIOR SIGNAGE

Hyundai is one of the most recognized brands across the globe, and as a Hyundai Material Handling dealer, your company brand benefits by identifying itself as our dealer. When you became a Hyundai dealer, you committed to identifying your company as one of our independent dealers in various places including on the exterior of your building.

As we have rolled out our new brand standards, we are offering a limited time increased Co-Op funding opportunity for new branded exterior signage.

Here's how it works:

- Produce and install an exterior sign at your main location by December 15, 2023, and receive 75% CO-OP reimbursement credit for the cost of the sign. Additional signs may qualify for standard co-op at 50% reimbursement.
- All signage must contain the Hyundai Material Handling and HD Xitesolution logos as configured in the examples below.
- The attached form along with a copy of your invoice and a photo of the installed sign must be received by Wednesday December 20, 2023. Submit to [forkliftmarketing@hyundaiamericas.com](mailto:forkliftmarketing@hyundaiamericas.com)
- All other co-op terms and conditions apply. Additional signs may qualify for standard co-op at 50% reimbursement.
- Reimbursement is based on your current CO-OP credit available and is to be credited to your Hyundai parts account.

**Our approved sign layout is shown below. Please provide the attached .eps and .ai art files to your sign company for them to format to the proper dimensions of your sign(s).**

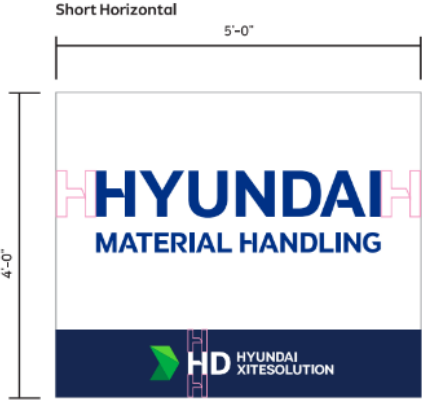
If you have any questions, need additional information, or help in locating a capable sign company, please contact Bernadette McLintock at 678-823-7827 or at [bernadette.mclintock@hyundaiamericas.com](mailto:bernadette.mclintock@hyundaiamericas.com)

Sincerely,

Paul Bilson  
Director Dealer Development, National Accounts, and Marketing

The following are example configurations. Your sign maker can use these as guidelines for the proportions of the art within the sign size you need to ensure it looks good and conforms to our standards. The art elements are provided in both .ai and .eps. This will allow your sign make to be proportioned correctly, and to allow for the hi res printing.

**Dealer Signage Identification**





**2023 NEW BRAND SIGN OFFER  
Co-Op Reimbursement Form**

*Proof of purchase along with photos (before and after) sign installation to be submitted by December 20, 2023 to qualify.  
Send completed form and photos to [bernadette.mclintock@hyundaiamericas.com](mailto:bernadette.mclintock@hyundaiamericas.com).*

DATE:

Dealer Name	
Building Location	
Contact Name	
Contact Email	
Contact Phone Number	

Claim Type:	<input type="checkbox"/> New Branded Exterior Sign
<input type="checkbox"/> Signage	
Additional Details:	

PHOTOS required? Photos (before and after) sign installation must be attached with submission	<input type="checkbox"/> Yes <input type="checkbox"/> No
What date do you need approval by?	<b>Deadline Dec 20, 2023</b>

HCEA USE ONLY			
Artwork Approved?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a	Approved reimbursement rate:	\$
<b>Approved By:</b>		<b>Date Approved:</b>	

*If you have any questions about the submission procedure, please contact the Marketing Department at [forkliftmarketing@hyundaiamericas.com](mailto:forkliftmarketing@hyundaiamericas.com)*