

2025 TMH Incentive Programs

Official Rules: 2025 (1/1/2025 - 12/31/2025)

In addition to the General Rules in the "TMH Discounts/Incentives Policies & Guidelines" document, the following specific rules apply to each incentive programs:

2025 Unlimited War Chest for Class 1, 2, 3, 4, & 5

General Information:

- The War Chest incentive program provides pre-approved discretionary discounts limited by dealer gross profit percentage.
- The War Chest matrix provides the maximum allowable dealer gross profit percentage for the associated discount.
- Usage is unlimited.
- War Chest for Class 1, 2, 3, 4, & 5 may not be combined/applied with the following discount programs:
 - GSA (General Service Administration, a.k.a. US Government and its affiliate)
 - NPP (National Purchase Program)
 - SPR (Strategic Pricing Request)
 - RDP (Rental Development Program)
 - LDNA (Lead Dealer National Account)
 - LDNPP (Lead Dealer National Purchase Program)
 - NA2C (National Account Tier 2 Customer)
- All War Chest discounts are subject to final approval by TMH during processing, and War Chest discounts will be denied, without any notice, if the incentive is incorrectly combined with other promotions/programs.
- War Chest discounts will be processed only when the War Chest incentive code is applied in the CPQ pricing summary at time of retail order.
- Dealers must self-approve/create a new War Chest incentive code if the required discount is less than the matrix .5% increments.
- Self-approved War Chest incentive codes are valid for 90 days.
- Incentive types: "ZM" for US and "ZN" for CAN
- Where processed incentives cause a deal to go over the allowable Dealer GP, an "Over GP – Request to Return Funds" form must be submitted to TMH Sales Incentives (sales.incentives@toyotatmh.com) no later than 30 days after the retail shipment.
- The matrix for 35% off products is shown in the table below.
- Maximum War Chest discount for 8HBW23 is limited to 40.0% with 3.75% dealer gross profit.

Warchest Discount %	Dealer GP %	US Incentive Code	CAN Incentive Code
35.5%	7.00%	226680	226696
36.0%	6.75%	226681	226697
36.5%	6.50%	226683	226698
37.0%	6.25%	226684	226699
37.5%	6.00%	226685	226700
38.0%	5.75%	226686	226701
38.5%	5.25%	226687	226702
39.0%	4.75%	226688	226703
39.5%	4.25%	226690	226704
40.0%	3.75%	226691	226705
40.5%	3.25%	226692	226706
41.0%	2.50%	226693	226707
41.5%	1.75%	226694	226708
42.0%	1.00%	226695	226709

- Matrix for 30% off products is shown in the table below.

Warchest Discount %	Dealer GP %	US Incentive Code	CAN Incentive Code
30.5%	7.00%	226680	226696
31.0%	6.75%	226681	226697
31.5%	6.50%	226683	226698
32.0%	6.25%	226684	226699
32.5%	6.00%	226685	226700
33.0%	5.75%	226686	226701
33.5%	5.25%	226687	226702
34.0%	4.75%	226688	226703
34.5%	4.25%	226690	226704
35.0%	3.75%	226691	226705
35.5%	3.25%	226692	226706
36.0%	2.50%	226693	226707
36.5%	1.75%	226694	226708
37.0%	1.00%	226695	226709

2025 Conquest Program

General Information:

- Qualifying NEW Retail Orders must be transmitted between January 1, 2025 and December 31, 2025.
- Conquest discounts will be available to eligible customers as defined by TMH. Eligible customers will contain an account classification of "Conquest – Yes" in the dealer portal.
- THD models are excluded from the 2025 Conquest Program.
- Conquest may NOT be combined/applied with the following discount programs:
 - GSA (General Service Administration, a.k.a. US Government and its affiliate)
 - NPP (National Purchase Program)
 - SPR (Strategic Pricing Request)
 - RDP (Rental Development Program)
 - LDNA (Lead Dealer National Account)
 - LDNPP (Lead Dealer National Purchase Program)
 - NA2C (National Account 2 Tier Customer)
- Conquest incentives may only be combined with War Chest and specified promotional programs.
- Conquest incentives allow for unlimited dealer gross profit when used in conjunction with standard discount.
- When Conquest incentives are combined with War Chest the maximum allowable dealer gross profit will follow the War Chest matrix.
- Conquest incentives are only eligible for new retail orders in 2025. Prior year retail orders cannot be cancelled and re-retail ordered with current year conquest incentives.
- Conquest incentives will be processed only when the conquest incentive code is applied in the CPQ pricing summary at time of retail order.
- Dealers must self-approve/create a new Conquest incentive code if the required discount is less than the 2025 conquest incentive.
- Dealers must self-approve/create a new Conquest incentive code if the required discount is less than the 2025 conquest incentive.
- The dealer portal retail order system will always allow the dealers to self-approve/create Conquest incentive codes regardless of the customer's conquest account classification in CRM. Dealers are responsible for checking the Conquest status before quoting.
- Self-approved Conquest incentive codes are valid for 90 days.

Conquest Incentive Codes:

- US: C3 - 188563
- CAN: C5 - 188564

Conquest Amounts:

Class 1		
Series	Model	Conquest Discount
B700	7FBC	\$ 1,000
B800	8FBCU	\$ 1,000
E800	8FBE	\$ 1,000
E800	8FBEH	\$ 1,000
E800	8FBES	\$ 1,000
P80V	8/9FBM	\$ 2,500
STANDUP	SR1-BE	\$ 1,500
STANDUP	SR1-HP	\$ 1,500
PNELEC	8FB 48V/80V	\$ 1,000

Class 2		
Series	Model	Conquest Discount
REACH	RF1	\$ 1,500
DBLREA	RF1	\$ 1,500
ORDPICK	8BP	\$ 1,500
REACHMM	RRE	\$ 2,500
WLKENCL	ER1-ES60/80	\$ 750

Class 3		
Series	Model	Conquest Discount
WLKENCL	ER1-ES60/80	\$ 750

Class 5		
Series	Model	Conquest Discount
X800	8FG	\$ 1,500
D800	8FG	\$ 3,000

Conquest TBD Customers

- If a customer has a classification of "Conquest -TBD" action is required from the dealer to request conquest eligibility.
- A Conquest customer request must be submitted in the Dealer Sales - Toyota Help Center (Zendesk) to Sales Incentives the below information:
 - Customer #
 - Customer DUNS (data universal numbering system) by D&B (Dun & Bradstreet) if applicable.
 - Customer website
 - Has the customer moved from a location that is no longer in operation?
 - Is this an additional location to pre-existing locations?
 - Any name changes?
 - Does the customer have DBA (Doing Business As) name(s)?
 - Will you be using an SPR?
 - How many units is the customer looking to purchase?
- All Conquest eligibility requests must be submitted and approved prior to retail order and sales person cash payment.
- Approved conquest eligibility requests will be valid for the 2025 calendar year and follow all other Conquest guidelines.

2025 Strategic Pricing Requests (SPR):

General Information:

- Strategic Pricing Requests (SPR) are for customers strategic to dealers and must be submitted for approval prior to quoting.
- Approved SPRs must meet a 7 unit minimum retail order quantity in the following 12 months after approval. Any submission with a quantity below 7 units will be declined for review.
- SPR quantity compliance audits will be conducted the following year. Deals using SPRs that do not meet minimum quantity are subject to discount reduction to max War Chest.
- SPRs are requested through the Dealer Portal > Dealer Applications > Incentive Management.
- Dealer MUST create and provide the CRM worksheet number(s) for the models being submitted.
- Maximum allowable dealer gross profit percent is:
 - 3.0% if requested and approved discounts are below 44.0% off.

- 2.0% percent or less if requested and approved discounts are at or above 44.0% off
- SPRs may not be combined/applied with the following discount programs:
 - War Chest
 - Conquest
 - GSA (General Service Administration, a.k.a. US Government and its affiliate)
 - NPP (National Purchase Program)
 - RDP (Rental Development Program)
 - LDNPP (Lead Dealer National Purchase Program)
 - LDNA (Lead Dealer National Account)
 - NA2C (National Account Tier 2 Customer)
- All incentives are locked on or after the retail shipment date.

2025 Sales Professional Incentive Programs:

General Information:

- Sales Professional Incentive Programs are qualified on retail order and do not have quantity limitations.
- Retail orders must be submitted between January 2, 2025, and December 31, 2025, to qualify.
- Sales Professional must be registered in Staff Master as an active salesperson with the job description of "Equipment Salesperson". Where an individual has multiple roles, including any of the following roles, such an individual shall be disqualified for the Sales Professional incentives except where approved in writing by TMH.
 - Dealer Principal
 - VP Sales
 - Operations Manager
 - General Manager
 - Primary Contact
 - Sales Coordinator
 - Sales Manager
- Sales Professional Incentive Programs are paid on successful Retail Ship transmission through the Dealer Portal.
 - Actual payment/credit is released the month after Retail Ship transmissions processed through the Dealer Portal.
 - Payments are credited through the TMH Reward Card, managed by North Lane. Contact TMHUVendorrequest@toyotatmh.com to set up the card.
- Payment information is published in CRM > Analytics > Incentive & Award Payments, and is listed by Sales Professional within each dealership.
- Payment is posted in the TMH Reward account after the 25th of each month and no later than the end of each month.
- US Sales Professionals will be paid in USD, and Canadian Sales Professionals will be paid in CAD equivalent to USD.
- Where a Retail Order cancellation occurs after the program ends, the incentives will be reversed (disqualified) and payment will not be issued.
- RDP (Rental Development Program), THDs, and AICHI units are excluded from the Retail Order Payout Matrix.
- Toyota National Accounts do not qualify.
- Dealer National Accounts (NPP, LDNA, LDNPP) are eligible.

Retail Order Payout Matrix (RO Units from 1/1/2025 -12/31/2025)

Class	Payout Existing	Payout Conquest
1	\$0	\$300
2	\$0	\$300
3	\$100	\$100
4	\$0	\$300
5	\$0	\$300

New Solutions Payout Matrix

Class	Payout SEnS+ & SEnS	Payout Toyota LIB
1	\$250	\$250
2	Not Available	\$250
3	Not Available	\$50
4	\$250	Not Available
5	\$250	Not Available

All the above incentive programs are subject to change or end at any time without notice.