

July 21, 2021

U.S. DTNA Dealer Principals, General Managers, & Sales Managers,

Subject: 2022 Sales Plan Policy Change

In response to significant feedback from the dealer body, DTNA has decided to make the following changes to the CY2022 Dealer Sales Plan and policy guidelines. We understand the complexity and accelerated timeline of this process and are hoping that these changes provide you with the needed flexibility to manage your production volumes effectively. We also received additional feedback and guidance from the dealer community asking for more time to submit plans, concessions and prepare for the order board going live. See below.

- 1) Dealer Non-Top 50 Concession volumes within your plan can now be used at the dealer's discretion for either Core (retention) or Conquest business (*Dealer Concession volumes were previously limited to Core customers ONLY*).
 - a. You may make changes to specific customers and volume allocations within your concession volume limitations as desired, but those changes must be communicated to your DM and your plan must be updated to reflect those changes before live concession(s) can be approved. Conditions for accepting these customer changes depend on one or more of the following three criteria being met:
 - i. *Must have sold the customer trucks on concession (or STC) in the past 3 years (19, 20 or 21) OR*
 - ii. *Customer hasn't purchased DTNA trucks from another DTNA dealer in the past 3 years (A letter from the customer will not override this rule) OR*
 - iii. *Customer HQ (not terminal) is located within your AOR*

In Summary: If the customer doesn't qualify for a STC using current DTNA policy rules, then they won't be considered for Concession Planning.

- b. You have until the quarterly cut-off dates to firm up your concession volume by customer and place those orders. Orders not received by these cutoff dates will be forfeited back to DTNA. Cut-off dates are as follows: 12/31/21 for Q1, 3/31/22 for Q2, 6/30/22 for Q3 and 9/30/22 for Q4.
- c. Once you order any concession truck, those trucks MUST go to that customer OR cancelled at N/C outside of 90 days from chassis start. Cancelled trucks will be forfeited back to DTNA.

- 2) Unused Dealer Top-50 Volumes will continue to be forfeited back to DTNA on a monthly basis and cannot be repurposed for any other customer.
 - a. Orders not received by the following dates will result in volumes being forfeited: 10/31/21 for Jan reservations, 11/30/21 for Feb reservations, 12/31/21 for reservations, etc...

Additional Updates & Reminders:

- 1) If you would like to make a change to your plan(s) as a result of this policy change, **please notify your District Managers and re-submit revised plan(s) no later than 7/30.**
 - a. **Concession and Program volumes must add up to your previously approved volumes by model, by quarter.**
- 2) Live concession submissions began 7/21/21.
 - a. If you haven't submitted a plan that adds up to the approved totals, live concessions will not be approved.
 - b. In the US, Q1 program trucks can be ordered beginning 9/1/21. Failure to submit an approved plan will prevent the ability to order program trucks.
 - c. Due to concession volumes, live concessions are unlikely to be returned prior to 8/2/2021.
- 3) As a result of the recent policy changes, the **US order board will now open 8/16/21 at noon eastern standard time as opposed to previously stated 8/2/21 for all Concession trucks.** Spec Pro will need to be shut down and restarted for orders to be transmitted.

Thank you,

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