

We are pleased to announce **Holset Challenge 2026**, a sales growth incentive program for all Holset Distributors in the U.S. and Canada. The program will reward top performing Distributors for competitive growth. Qualifying Holset Distributors will win an award trip to Costa Rica. Winning distributors will be awarded with one trip for 2 persons each, sharing a room. The trip award includes round-trip air, an inclusive 4 night trip to Costa Rica. Win and you're in!

Program Overview

1. **Annual Operating Plan (AOP) is the primary classifying challenge.** Classification is based on Distributor total volume performance
2. **Heavy Duty (HD) is a product specific classifying challenge within the program.** The HD category is a defined subset of Heavy Duty part numbers (see the 2026 HD Parts List available in the Holset Challenge 2026 website)
3. **All 2026 performance targets are individualized.** Each Distributor’s target is calculated using their actual 2025 performance plus a category- specific growth factor.
4. **2026 competition groups differ in each challenge (AOP and HD).** Group placement in each category is based on each Distributor’s historical performance, ranking, and growth opportunity. Holset Distributors have been placed into one of two competition groups – Group ‘A’ and Group ‘B’ – for each category (HD and AOP). Group placement is determined by:
 - a. Your individual 2025 performance
 - b. Ranking within the Distributor network
 - c. Individual relative growth opportunity
5. **The 2026 Holset competition groups.** A Distributor may be in Group ‘A’ for AOP and Group ‘B’ for HD, or vice versa.

DISTRIBUTOR	GROUP	
	AOP	HD
ADF DIESEL, INC.	A	A
AREA DIESEL SVC INC.	A	A
BD ENGINE BRAKE, INC.	A	B
BECS PACIFIC, LTD	A	B
CENTRAL TURBOS CORP.	A	A
D&W DIESEL INC.	A	A
DIAMOND DIESEL SERVICE INC.	B	B
DIESEL COMPONENTS INC.	B	A
DIESEL FORWARD, INC.	A	A
DIESEL INJECTION SVC	A	A
GCL DIESEL INJECTION SRV LTD	A	A
INDUSTRIAL INJECTION DIESEL	A	B
M&D DISTRIBUTORS	A	A
MONDIAL AUTOMOTIVE, INC.	B	B
R&S DISTRIBUTING INC.	B	A
REDAT NORTH AMERICA INC.	B	B
SHIVER DIESEL & TURBO INC.	B	B
SOUTH CENTRAL DIESEL, INC.	B	A
SUPERIOR TURBO & INJECTION	B	A
TURBO & ELECTRIC SALES & SVC.	B	B
TURBO SOLUTIONS, LLC	A	B
TURBOCHARGERS INC.	B	B
UNITED TURBO & FUEL INC.	B	B

How To Win The 'HOLSET CHALLENGE' Award Trip

Top performers in each group win a trip to Costa Rica:

- Group A: Top three (3) Dealers in AOP and the Top Dealer (1) in HD
- Group B: Top three (3) Dealers in AOP and the Top Dealer (1) in HD

There are 2 separate ways to win the trip:

- AOP Performance (percent to target score)
- HD Volume Growth (percent of units above target score)

Minimum Eligibility Requirement:

- A Distributor must first achieve their minimum 100% performance target for that category (AOP or HD)
- AOP Challenge – you must reach, or exceed, your AOP % growth target
- HD Challenge - you must reach, or exceed, your HD Unit Sales target
- Note: Distributors who do not reach their minimum target in a category may not be eligible for ranking or award trip consideration within that category.

Go For The Win!

- Once your minimum target is met in either category, winners will be determined by ranking within their respective competition group
- AOP – Highest percent-to-target score
- HD – Highest percent of units above target

MEET YOUR TARGET, THEN COMPETE!

The Fine Print

- The program is for a twelve-month period, commencing January 1, 2026 and ending December 31, 2026.
- Mark your calendars now, the award trip to Costa Rica is scheduled for April 8 – 12, 2027.
- Each Distributor will be emailed their personal growth hurdle requirements for AOP and HD for the 12-month program period (1/1/2026 – 12/31/2026). Personal growth hurdles are calculated by taking the previous year 12-month period (1/1/2025 – 12/31/2025) plus a growth factor.
- A Holset Challenge 2026 Leader Board will be updated to the program website and forwarded to all participants in a monthly email notification.
- A Distributor can only win one travel award. If a Distributor places in a winning position in both challenges (AOP and HD), the AOP award trip is assigned first, and the HD award trip position is reallocated to the next highest eligible Distributor in the HD category.
- The Tie-Breaker Rule: In the event of a tied performance, rankings will be determined by comparing 'Orders vs. Shipments', with orders used as the final deciding metric.
- One (1) travel Award equates to 2 persons, sharing the same guest room accommodations.
- If either of the two (2) Distributor competition groups fail to qualify for any/all trips allocated to that group Holset reserves the right to allocate those travel awards to other Holset Distributors at their discretion.
- There will be one (1) award trip held by Holset for special situations and awarded at the discretion of the Holset sales and marketing team.
- Final program winners will be announced by Friday, January 8, 2027
- To finalize the acceptance of an earned award trip the designated winner must submit a fully completed online Travel Reservation Form provided by Creative Incentives & Promotions, LLC.
- If you have questions on this promotion please contact:
 - Yuri Penalosa at yuri.penalosa@cummins.com
 - Jen Messersmith at jennifer.messersmith@cummins.com
 - Creative Incentives & Promotions, LLC at jack@creative-incentives.com

Plan now to be a **WINNER** with Holset!