

## Hitachi Fuel Advantage

### Frequently Asked Questions (FAQ)

Hitachi is committed to providing our customers with products that deliver productivity, uptime and low daily operating costs. The Hitachi Fuel Advantage program (“Program”) is designed to help you optimize your Hitachi equipment fleet’s fuel consumption by providing increased visibility to machine utilization data and identify opportunities for improvement.

Below are answers to some frequently asked questions about the Program, including what machines are eligible for enrollment, fuel consumption target levels and how the Hitachi Fuel Advantage Program Reward (“Reward”) is calculated.

## THE PROGRAM

### What is the Hitachi Fuel Advantage Program?

The Program has two primary components: 1) Detailed quarterly machine utilization reports; and 2) Our Hitachi Fuel Advantage commitment.

#### What machine models are eligible to enroll in the Program?

The following new, never retailed machine models that are less than three (3) years old are eligible to enroll in the Program (an “Eligible Machine”):

#### What are the Hitachi Fuel Advantage target fuel consumption levels?

See table (right) for target fuel consumption levels in gallons/liters by eligible machine models.

Machine Family	Machine Model	Gallon/hr	Liter/hr
Excavators	ZX130-5	1.9	7.2
	ZX135US-5	1.9	7.2
	ZX160GLC-5	2.4	9.0
	ZX180LC-5	2.4	9.0
	ZX190W-3	2.3	9.0
	ZX190W-5	2.3	9.0
	ZX210LC-5	3.1	11.7
	ZX220W-3	2.7	9.9
	ZX230W-5	2.7	9.9
	ZX245USLC-5	3.3	12.6
	ZX250LC-5	4.0	15.3
	ZX250LC-6	4.0	15.3
	ZX300LC-6	4.9	18.9
	ZX350LC-5	6.3	23.4
	ZX350LC-6	6.3	23.4
	ZX380LC-5	6.3	23.4
	ZX380LC-6	6.3	23.4
	ZX470LC-5	8.1	30.6
	ZX470LC-6	8.1	30.6
	ZX670LC-5	11.2	42.3
ZX670LC-6	11.2	42.3	
ZX870LC-5	13.5	51.3	
ZX870LC-6	13.5	51.3	

## **How did Hitachi define the target fuel consumption levels for this Program?**

We established target fuel consumption levels for the Program by analyzing ZXLink™ data from thousands of machines operating in North America over multiple years and applications. We used this information to develop the target fuel consumption level for each eligible machine model.

## **How is fuel consumption measured for the Program?**

Fuel consumption is measured by Hitachi using ZXLink data. Enrolled Eligible Machine ZXLink data is transmitted to Hitachi. Enrolled Eligible Machine hours and fuel consumption data reported via ZXLink between November 1 and October 31 each year (the "Program Year") is used to calculate the Reward, if any, under the Program.

## **What if a machine has a ZXLink reporting issue?**

The Program relies on your enrolled Eligible Machine's ZXLink utilization data to calculate whether you may be eligible for a Reward. If your enrolled Eligible Machine is not consistently transmitting ZXLink utilization data (i.e., machine is operating in an area without ZXLink coverage) and/or ZXLink data cannot be collected during the reporting period, the Program will only calculate your potential Reward, if any, using the data actually collected and transmitted to Hitachi via ZXLink during the Program Year.

## **Does the Program involve a promise or guarantee?**

No. There is no guarantee that an Eligible Machine will achieve a rate of fuel consumption that is the same as or better than the target fuel consumption level. Many factors impact fuel consumption, including application, material handled, operator experience and efficiency, whether the machine is right-sized for the job, and machine setup.

## **ENROLLMENT**

### **How do I enroll in the Program?**

Purchase or lease an Eligible Machine and enroll the Eligible Machine online within 60 days of purchase or lease. Enrollment is easy using the simple form at [www.FuelEnroll.com/Hitachi](http://www.FuelEnroll.com/Hitachi).

### **How many days do I have from the date of purchase to enroll my machine in the Program?**

From the date of the purchase or lease, you will have 60 days to enroll Eligible Machine(s) in the Program.

### **How long will John Deere offer this Program?**

This Program will be offered from November 2, 2015 through August 31, 2016. Any Eligible Machine(s) retail purchased or leased between these dates is eligible to be enrolled in the Program.

### **If I purchase an Eligible Machine and choose to enroll in the Program, how long would my Eligible Machine be eligible to receive a Reward from John Deere under this Program?**

Once enrolled, an Eligible Machine is eligible to participate in the Program and receive an annual Reward, if any, for up to three (3) years or 5,000 hours, whichever occurs first, from the date you purchase/lease an Eligible Machine.

### **Is the Program transferrable to a second owner?**

No. Only the original Eligible Machine retail purchaser/lessor may enroll and participate in the Program.

## What if I don't want to participate in the Program?

Enrollment in the Program is 100% voluntary and is not required.

## Is everyone eligible to participate in the Program?

The Program is available to any purchaser or lessor of Eligible Machines, except for Independent Rental Companies and Dealer Owned Rental Fleets.

## HITACHI FUEL ADVANTAGE REWARD

### How is the Hitachi Fuel Advantage Reward calculated?

#### Fuel Advantage Reward = (A-B) x C x D

**A** = Average measured fuel consumption rate for an enrolled Eligible Machine in gallons/hour or liters/hour (per ZXLink data)\*

**B** = Target Program fuel consumption level for that machine (see list above)

**C** = Hours an enrolled Eligible Machine operated during the Program Year (per ZXLink data)

**D** = \$1 USD/CAD reimbursement rate per gallon/liter

\* Average machine fuel consumption rate is capped at 2.5 times the Program fuel consumption target level for the machine model.

Example: A new, never retailed ZX250LC-6 Excavator less than three (3) years old is purchased and enrolled in the Program on January 10th, 2016. From January 10 to October 31, 2016, ZXLink data reports that the machine operated for 1,500 hours and had an average fuel consumption rate of 5.0 gallons/hour. As indicated on the Hitachi Fuel Advantage target fuel consumption level chart, the ZX250LC-6 target is 4.0 gallon/hour.

#### Reward Calculation:

Hitachi Fuel Advantage Reward = (5.0 gal./hr. – 4.0 gal./hr.) x 1,500 hr. x 1 USD/gal. = \$1,500 USD

\*The average fuel consumption rate is capped at 2.5 times the Program fuel consumption target level for the machine model.

#### Reimbursement rate:

- 1 USD/gallon if machine was sold by U.S. dealer
- 1 CAD/liter if machine was sold by Canadian dealer

### When will I receive my Hitachi Fuel Advantage Reward, if any?

The Reward, if any, will be sent to original retail owners/lessors of Eligible Machines between October 31 and December 31 following the Program Year end, with the first potential Reward payouts occurring in 2016.

### Can I receive the Hitachi Fuel Advantage Reward, if any, in cash as opposed to a Hitachi Fuel Advantage Reward Card?

No. All Rewards will be issued in the form of a Hitachi Fuel Advantage Reward Card ("Reward Card"). The Reward Card may be used to purchase parts, service, machine rentals or new machines, etc., at any authorized Hitachi construction excavator dealership whose currency matches that of the currency issued on the card. The Reward Card will be sent to the address on file under the Program at the time of issuance.

### How long is my Reward Card valid?

The Reward Card will be valid for one year from date of issuance. Any unused Reward Card balance will be forfeited and no replacement Reward Card, credit or other monies or reimbursement will be provided.



## HITACHI FUEL ADVANTAGE REPORTS

### **What is a Hitachi Fuel Advantage report and how will I receive it?**

Quarterly, Hitachi will email an updated fuel consumption machine status report for enrolled machines. This report will display each machine's actual fuel consumption rate vs. the target fuel consumption level as well as other vital ZLink data points to help you identify opportunities to improve your fleet and overall operation. Quarter ends will be February, May, August and October. Reviewing these reports with your knowledgeable and trained authorized Hitachi construction excavator dealer will help identify opportunities for improvement. We are confident that you'll see value in these reports and discussions.

### **How do I qualify to receive my \$100 (USD/CAD) personal fuel card?**

Enroll your Eligible Machine in the Program and discuss your first Hitachi Fuel Advantage quarterly report ("Report") with your authorized Hitachi construction excavator dealer within sixty (60) days of when the Report is emailed to you. Then, your dealer will provide you with a code that you can redeem online for a \$100 (USD/CAD) personal fuel card you may use at participating fuel retailers. See the Program website for a list of participating fuel retailers.

### **How many personal fuel cards can I receive?**

While you may enroll all of your Eligible Machines in the Program, you may only receive one personal retail fuel card.