



Alta Representative:
IE Rental Promotion

APPLICATION FOR CREDIT

(Alta Industrial Equipment Michigan LLC, Alta Construction Equipment LLC, Alta Industrial Equipment Company LLC, Alta Construction Equipment Illinois LLC)

LEGAL NAME OF BUSINESS

TRADE NAME or DBA

ADDRESS CITY STATE ZIP

BILLING ADDRESS CITY STATE ZIP

PHONE () FAX ()

Corporation Sole Owner Partnership LLC Subsidiaries-Affiliates-Franchises? (Attach separate sheet if necessary)

Federal ID No. Date Business Started:

Officer's Name: Title :

Key Contact: Key Contact Email:

A/P Contact: A/P Email:

Do You Require Purchase Orders? Always Never Sometimes Describe:

Bank Name : Bank Contact: Phone:

City: State Zip Bank Acct No.

TRADE REFERENCES

Name Address Telephone Fax

Purchases will be: 100% tax exempt Partially tax exempt Taxable

** A SIGNED EXEMPTION CERTIFICATE MUST BE ATTACHED IF EXEMPTION STATUS IS CLAIMED**

Terms and Conditions

1. GENERAL These Terms and Conditions ("Agreement") shall govern the sale or rental of products and services ("products") by Alta Industrial Equipment Michigan, LLC, Alta Industrial Equipment Company, LLC, Alta Construction Equipment, LLC, and Alta Construction Equipment Illinois, LLC ("Alta") to the customer indicated on the signature line ("Customer").

2. PRICES AND TAXES All sales and prices quoted are F.O.B. Shipping Point. Customer shall be liable for and shall pay Alta for any sales tax, use tax, personal property tax, license or registration fees levied or based upon the sale, rental, or operation of the products.

3. PAYMENT

a. Billing Terms Customer agrees to accept Alta's descriptive billing system accounting for all purchases made under any Account established by this credit application. Alta's invoice number will be the reference number used for billing purposes to identify transactions regarding the products.

b. Payment Terms All payments shall be in U.S. Dollars. Customer agrees to pay for all products purchased or rented under any Account established by this application. Invoices are to be paid in full within thirty (30) days from the date of the invoice.

c. Default/Late Payment Credit Price If the full invoice balance is not paid when due, Customer agrees to pay a time price differential on the unpaid balance due, equal to 1.5% per month (18% per annum) or the maximum rate permitted by law, whichever is less, commencing on the invoice date and continuing until full payment is

received by Alta. In the event of Customer's default, Customer agrees to pay all costs of collection incurred by Alta, including but not limited to, payment of Alta's actual costs and attorney fees incurred in pursuit of collection.

d. Application of Payment Payments received by Alta shall be applied first against any accrued time price differential and then against unpaid invoice charges beginning with the oldest invoice.

4. CONDITIONS OF SALE/MODIFICATION OF TERMS /SEVERABILITY Customer agrees that any purchase of products and/or rentals under this Agreement will be solely governed by the terms and conditions in this Agreement and, Alta's invoices and account statements, and those documents shall constitute the entire Agreement between the parties. No other terms contained in any purchase order or other document shall apply to or vary the terms of this Agreement even though such purchase order or different form may be submitted to or accepted by Alta in connection with a transaction.

5. SECURITY INTEREST Alta retains and Customer grants a purchase money security interest under the Uniform Commercial Code in all products purchased or rented under any Account established by this Agreement until each item is fully paid for. If Customer defaults in payment, Alta may repossess and sell any or all of this collateral as permitted by law.

6. DISCLAIMER OF WARRANTY Alta's warranty obligations to Customer are specifically limited to the following only: In the event products of Alta are found to be defective within the warranty period established by the manufacturer, Alta's only obligation and Customer's exclusive remedy shall be, at Alta's option; 1) the repair,

or 2) replacement of any defective part at Alta's facilities, but only to the extent covered by the manufacturer's warranty. Shipping costs to Alta's facilities shall be borne by Customer. Parts and labor for warranty work will be provided at no charge. All replaced parts shall be the property of Alta. Alta shall have no obligation to repair or replace: (1) products altered or repaired other than by Alta; (2) products failing due to misuse, improper maintenance or operating environment, or negligence; (3) products damaged after delivery to Customer; or (4) products with serial numbers which have been altered or removed. THE ABOVE WARRANTIES ARE LIMITED WARRANTIES AND THE ONLY WARRANTIES PROVIDED BY ALTA AND ALTA EXPRESSLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTY OF MERCHANTABILITY, IMPLIED WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE OR ANY WARRANTY ARISING OUT OF THE COURSE OF DEALING, CUSTOM OR USAGE OF TRADE. THE REMEDIES OF CUSTOMER'S WITH RESPECT TO THE PRODUCTS, WHETHER IN CONTRACT OR IN TORT, SHALL BE EXCLUSIVELY AS SET FORTH IN THIS AGREEMENT.

7. **ACCORD AND SATISFACTION** Any payment by Customer of an amount less than the amount reflected as owing in the records of Alta shall be deemed a partial payment. No endorsement or statement on any check or any writing accompanying such check or payment shall be deemed an accord and satisfaction and Alta may accept such check or payment without prejudice to its rights to recover the full unpaid balance or pursue other remedies against Customer.

8. **DELAYS** Alta shall not be liable for any failure or delay in manufacture, shipment or delivery of products. Shipping dates are approximate and are based on conditions at the time of quotation.

9. **LIABILITY LIMITATIONS** Alta shall not be liable for incidental, indirect, special, punitive or consequential damages of any kind, whether based in contract or tort, including lost profits, loss of financing, lost production, additional labor costs, loss of anticipated profits or goodwill, loss by reason of plant shutdown, nonoperation or increased expense of operation, service interruption, cost of replacement power, loss of use, cost of replacement products, claims by customers of any nature, loss of use of capital or revenue, lost revenue, lost bonding, fines or penalties of any nature, claims of delay or liquidated damages. Additionally, the liability of Alta shall not exceed the purchase price or rental cost of the products furnished.

10. **SHORTAGES** Shortage claims shall be considered waived unless made within ten (10) days of Customer's receipt of products.

11. **RETURNS** Alta shall not be obligated to accept returned products unless Alta shipped them in error. Return requests must be made within ten (10) days of receipt of products by Customer or they shall be denied. In the event Alta determines, in its sole discretion, to accept a return, there shall be a fifteen percent (15%) re-stocking fee.

12. **CHOICE OF LAW AND FORUM** Customer and Alta agree all transactions regarding products between Customer and Alta shall be deemed to have been made in the State of Michigan and shall be governed by the laws of the State of Michigan. Customer and Alta further agree if Customer files suit, Alta may elect arbitration at its sole discretion, which shall be held in Detroit, Michigan or in the surrounding area, under the rules of the American Arbitration Association and any award shall be binding and enforceable by a court of competent jurisdiction.

13. **INDEMNITY** Customer agrees to indemnify, hold harmless and defend Alta from and against any claim, action, loss, liability, expense, damage or judgment, including litigation costs and actual attorney's fees, that arise as a result of any actions or inactions by Customer, its agents, employees, consultants or representatives in connection with Customer's possession, use or operation of the product(s) or arising out of this Agreement.

14. **ASSIGNMENT** Any attempted assignment by Customer of its rights hereunder without Alta's prior written consent shall be void. Alta may assign any of its rights or delegate any of its duties hereunder.

15. **SOLVENCY** If at any time Alta requests written assurances with respect to Customer's financial condition, Customer shall deliver such assurances. Alta may suspend delivery of products until receipt of such assurances, or until payment in full of the purchase price or rental is received. Customer's action in accepting Alta's products shall constitute: (A) Customer's authorization to Alta to execute on

behalf of Customer any financing statements, security agreements and like documents and to take any other action in order to create, perfect and/or maintain Alta's security interest in the products; and (B) Customer's appointment of Alta as Customer's attorney-in-fact to prepare, sign, file and record, in Customer's name, any such documents. Such appointment is coupled with an interest and is irrevocable.

16. **CREDIT INVESTIGATION** Customer authorizes Alta to investigate Customer's credit history and that of the principal owners of Customer by obtaining information from commercial reporting companies. This shall be a continuing authorization for all present and future inquiries and disclosures of account information and credit experience.

17. **AUTHORIZED PURCHASES** Customer agrees Alta may rely upon all reasonable representations of persons representing themselves to be Customer's authorized agents with authority to make purchases against Customer's Account unless Customer has provided to Alta's Credit Manager in writing, a list of Customer's authorized purchasers. Purchases and/or deliveries are authorized by Customer to be made verbally.

18. **CUSTOMER CERTIFICATIONS** THE UNDERSIGNED STATES THAT HE/SHE IS DULY AUTHORIZED TO APPLY FOR CREDIT WITH ALTA ON BEHALF OF CUSTOMER; THAT THE INFORMATION SET FORTH HEREIN IS CORRECT; AND HE/SHE HAS READ THE FOREGOING TERMS AND CONDITIONS, UNDERSTANDS THEY ARE MATERIAL TO ALTA'S CREDIT DECISION, AND CUSTOMER AGREES TO SUCH TERMS.

Authorized Signature _____

Date _____

Print Name _____

Title _____

PERSONAL GUARANTY-Complete only at the specific request of the credit department For consideration, the receipt and sufficiency of which is acknowledged, the undersigned PERSONALLY, UNCONDITIONALLY, and IRREVOCABLY guarantees to Alta Industrial Equipment Michigan, LLC, Alta Industrial Equipment Company, LLC, Alta Construction Equipment, LLC and Alta Construction Equipment Illinois, LLC ("Alta") the prompt payment of all amounts due from Customer to Alta, as well as full, and prompt performance of all obligations from Customer to Alta. It is agreed the undersigned shall be jointly and severally liable for all indebtedness and obligations owed by Customer to Alta. If Customer defaults in the payment of any sums payable by Customer to Alta, the undersigned will immediately pay such sums to Alta without notice or demand, and will perform all such terms and conditions, and will also immediately pay to Alta all damages, costs and expenses that may arise as a consequence of any default by Customer under the above Terms and Conditions, including, without limitation, actual costs and attorneys' fees. This Personal Guaranty shall be a continuing Personal Guaranty and the liability and obligation of the undersigned shall be absolute and unconditional irrespective of any amendment, modification, supplement to, extension or renewal of the Agreement, and the undersigned waives any and all notice requirements. The undersigned agrees to pay Alta's actual attorneys' fees and all costs and expenses incurred in any collection relative to the obligations hereby guaranteed or in enforcing this Personal Guaranty against the undersigned. This Guaranty shall be governed by, and construed in accordance with, the laws of the State of Michigan. The undersigned provides this Personal Guaranty as an inducement for Alta to extend credit to Customer.

Signature: _____

Print Name: _____

Address: _____

Driver's License No. _____

SS No. _____ Date: _____