



HYSTER COMPANY

National Accounts

Hyster™ National Accounts Account Update – December 2006

Account: MBM

Address: Corporate HQ in Rocky Mount, NC with approximately 32 plants across US

NAM: Mark Hoch (252.931.5409): e-mail; mark.hoch@hyster.com)

Dealer: All - Nationwide

General Account Strategy: MBM is one of the largest custom food service distributors in the U.S. The company's business has an emphasis on meeting the needs of larger restaurant chains. MBM's main concern regarding forklifts is with the total cost of acquisition. Therefore, full maintenance numbers play a big role in the buying decision. All locations are under full maintenance contracts with their current supplier. All new truck quotes will be with full maintenance agreements. With our new AC technology within Class II and III, we should be able to assist MBM with controlling their forklift cost of operations.

Current Opportunity: We are in the process of setting up a 5-year agreement maintenance agreement with MBM. Currently quoting several Class I and III trucks in LaGrange, GA.

Products / Applications: Custom Food Service Distribution.

Challenges: Crown has historically received a majority of MBM's business. Crown generally quotes full maintenance, within their full maintenance numbers...they include tires and all abuse under \$500. With the introduction of our AC warehouse products and the strength of our dealer network, we will be able to over throw Crown. It will take a team effort. We will need to stay connected with the customer, from the local level to the corporate level. Attached is a PDF document of the 32 distribution centers.

Competitive Landscape: Hyster is one of three authorized suppliers of forklifts for all locations. The other two are Crown and Raymond. Product lines are Class I, II, and III with full maintenance contracts.





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Next Steps: How Hyster Dealers can drive additional sales:

1. Call on the MBM customer locations within your territory.
2. Work with the local plants to help identify cost saving opportunities. Introduce yourself and provide a value to them.
3. Express knowledge of the NA relationship, use the existence of that relationship to build trust and seek out those incremental opportunities – service, allied, etc.
4. Educate the facilities on the new AC warehouse products - let's build some excitement or anticipation of the product.

Sincerely,

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