

Walkie Program Continuum⁺



An Important Program Announcement from Hyster Company – Greenville, North Carolina.



Date:
May 23, 2007

To:
Hyster Dealer Principals,
Branch Managers,
Sales Managers, and
Sales Administrators

cc:
Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:
Kelly Smith
Hyster Company



Program Description

Thanks to our strong Dealer Network, market share grew by 38% and volume increased by 61% over the duration of the Walkie program in 2006.

Outstanding performance! By aggressively participating in this program, thirty-seven (37) Dealers achieved their targets toward the Up Front & Down Under program.

Due to the overwhelming success of the W40Z Program in 2006, and to keep the momentum flowing in 2007, we are pleased to announce the Walkie Continuum⁺.

This program will provide Dealers with flexibility regarding the use of deferred margin for compensation to sales personnel and/or application to end-customer transactions.



Program Highlights

- Program is effective immediately through 8/31/07 for all Retail bookings for the W40Z.
- Dealership **target is one-per-salesperson-per-month**. Target Objective must be met for June, July, and August to qualify for the \$250 Retail Bookings rebate. Your RSM will contact you with your per month target.
- Rebates are eligible for all units booked at Standard Discounts; units booked with an SC will be pro-rated.
- Program incentive will be paid to qualifying Dealers in September 2007.
- Program applies to Freighter Special Option.
- Hyster Company will track all Dealer retail bookings. Dealers will not need to submit special forms to participate in this program.
- Incentive payouts will apply to new retail orders or any Stock on Hand (SOH) and Stock on Order (SOO) units converted to retail bookings.
- Retail bookings must be to non-Yale accounts.
- Cancellations will follow the current Hyster Company Sales Policy relating to cancellations on products.
- Please contact your Regional Sales Manager with any questions pertaining to this program.
- Hyster Company reserves the right to amend or cancel the program at any time.

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