



HYSTER COMPANY

Americas Division

Hyster® National Accounts Account Announcement – June 2007

Account: BAX Global – Freight transport and supply chain Management Company

Address: Corporate HQ – Irvine, CA. w/ over 100 locations nationally

NAM: Brandon Spencer 602-268-1711 Office; brandon.spencer@hyster.com

Dealer: All – U.S. and Canada Dealers

General Account Strategy: BAX Global provides national and international supply chain management and transportation solutions. Within the US, the company offers door to door delivery and overnight services to most major cities. BAX uses primarily class 1, 3, 4 and 5 products; however they have a few facilities that are now using some reach trucks

Current Opportunity: Significant opportunities exist nationally in Class 1, 3, & 4 applications; continued improvements in Hyster trucks and dealership performance are opening new opportunities for all product classes nationally; aggressive and frequent sales calls to uncover these opportunities are needed by Hyster dealers to secure our participation. The sales potential with BAX Global will give us opportunities to grow market share and help to achieve our goals of 13% in 2007 and 15% in 2008 and restore Hyster to the industry leader in the U.S.

Products/Applications: Expedited and Standard airfreight, ocean forwarding and customs brokerage

Challenges: We have a difficult task to displace Nissan, Toyota, Cat and Raymond within BAX facilities. We will need to take steps to aggressively promote Hyster lift truck and dealer solutions at all levels within each plant. Those dealerships that provide continuous support and follow-up will have opportunities for additional parts, service, rental, and allied equipment business. Final decisions are made by corporate however the local managers do have a say.

Competitive Landscape: Nissan, Toyota, Raymond and to a lesser extent, Cat are also approved vendors for BAX. We need to be aggressive in the pursuit of any and all opportunities within BAX in order to displace these competitive brands.





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Next Steps: How to drive incremental sales?

1. Dealer sales reps and managers should make regular visits to the local facilities.
2. Proactively engage local facilities to discover new/replacement truck requirements, aftermarket and allied opportunities; gather new truck specifications and provide to National Accounts as quickly as possible.
3. Become familiar with customer objectives and offer solutions that help them achieve their goals.
4. Take along a W40Z "Freighter Special" promotional flyer on BAX sales calls and take along a W40Z to show with every truck you demo. They all have requirements for this truck, but they don't really know we have one to offer.
5. Contact me for any additional information you may need to plan your sales call.

Thanks for your support.

Brandon Spencer
Hyster National Account Manager

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