

September 7, 2001

Attn: All Dealer Principals, Sales Managers and Branch Managers

Hyster Company is pleased to announce the release of the S70-120XM range of trucks. As we make the conversion from the old series to the new, we wish to ensure that you have the interim marketing tools for the new series. To this end, please find the following information attached.

1. A complete set of standard price pages for this range of product. In the near future we will be providing the formal distribution of these pages under our normal protocol. These will be effective Monday September 10th. ***Please remember to refresh HERO Monday by downloading the price page detail thereby activating this series.***
2. A complete set of SPED price pages. These are being provided in a printed format in advance of their availability on-line. ***SPED price pages will be available via www.hysterusa.com once our security module is complete.***
3. A preliminary version of the Technical Guide tables. Over the next few weeks, your location will receive the complete Technical Guide including the tables as well as corresponding charts and photographs for each product.

In addition to these items, we will be sending a Series Introduction Module in PowerPoint via email to your location in the near future. This module will include images, competitive comparisons and new feature summaries. Complete feature brochures as well as sales and technical training materials will be produced and released between now and the initial production of these units.

Service access is improved through swing-out side panels and battery trays, the elimination of the seat hinge and floor plates that do not require tools for removal. Ergonomically, this series now boasts improved head clearance; hood-mounted hydraulic controls and the optional EZXchange™ LP tank bracket that swings out and drops down for easy replacement. In addition to the S80XMBCS and the S120XMS, the enhanced line is now rounded out with an S100XMBCS and the S120XMSPRS "Paper Roll Special".

We are enthusiastic about this product and its position in the marketplace. As always, we appreciate the support of our distribution network and its sales organization.

Sincere Regards,



Scott A. Alexander
Director of Marketing – Hyster Company