



HYSTER COMPANY

Big Truck Sales Division

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June 15, 2002

To: All Hyster Dealer Principals, All Hyster Dealer Sales Managers

Hyster Company is pleased to publish new Production Pricelists for all Container Handlers and Big Forklift Trucks above 36,000 pounds of capacity. These pricelists have been completely updated for product content, specifications, and option compatibility. All available options are present in HERO making the task of creating customer quotes for Container Handlers and Big Trucks easier. Option descriptions within HERO have been specially edited to contain all pertinent truck model and option features, which provide a professional look and add descriptive content to customer quotes. When quoting opportunities exist, Dealer Sales Representatives should contact their assigned Big Truck Regional Sales Manager to obtain sales assistance, and Dealer Sales Managers should contact their Big Truck RSM to examine the competitive environment so appropriate discount levels can be extended by Hyster Company. Also, when production options alone do not meet the full needs for a customer's unique application, your Big Truck RSM can assist with any SPED configurations that may be required.

Availability estimates can be provided by Hyster Company for your quotes as well as Special Warranties and Extended Powertrain Warranties to meet the needs of your competitive situation. Your Big Truck RSM can assist you with Availability estimates and Special or Extended Warranty Pricing.

Hyster Company will also provide net pricing for Freight expenses to your customer's delivered location. Hyster Container Handlers and Big Forklift Trucks above 36,000 pounds of capacity are manufactured in The Netherlands and France, so both Ocean Freight and Overland Freight to North, Central, and South American destinations are required. Published List Prices already include Ocean Freight expenses to any Continental Americas Roll-On-Roll-Off Port of Entry that is served by our ocean freight providers. However, Overland Freight costs to your customer's location are not included in the List Price, nor are any Special Ocean Freight costs to NON-Continental Ports included in the List Price. Contact your Big Truck RSM to obtain pricing for any Overland or Special Ocean Freight to your specific destination, and please refer to the Transportation section of the Price Lists for further details.

Installation Assistance is available from Hyster Company to aid in the set up of your customer's delivered Container Handler or Big Forklift Truck. Please refer to the Installation section of the Price Lists for pricing and for further details about dealer responsibilities during the installation process.

When preparing your quotes in HERO, it is essential to have both the "Installation" category codes 304 and the "Net Freight Charge" category codes 009 turned off within your HERO setup. Similar to the already hidden 004 "Marketing Services Fee", option categories 304 and 009 can also be hidden by adding them to the *Hidden Categories* table in the *Utilities ? Comment and Description Setup* menu in HERO. Turning these categories off will prevent any descriptions of Installation or Net Freight Charges from appearing on the customer printout of your quote.

HERO will also be your method of Order Entry for Container Handlers and Big Forklift Trucks above 36,000 pounds of capacity. Option compatibility rules have been assigned to aid in the proper configuration of truck models and options. Upon electronic receipt of your order via HERO, Hyster Big Truck Sales will review your submitted order for content and accuracy, inform you immediately if any changes are advised or required, and then issue an order acknowledgement.

The effective date of implementation for the use of these new Production Price Lists and the HERO method of quoting and order entry for Hyster Container Handlers and Big Forklift Trucks is July 1, 2002. All pricing that has been previously provided to dealers on Big Truck Quotes that have not yet expired will be honored for all orders received prior to August 1, 2002. It is important to clarify that this announcement of a new method of pricing is NOT a price increase. Rather, it is a revision to our pricing method so that it more closely matches the way trucks are priced for the rest of Hyster Company's full product line.

Published Price Lists and the HERO method of quoting Container Handlers and Big Forklift Trucks will improve the responsiveness, ease of use, consistency, and accuracy of the Big Truck quoting and order entry process. We hope that you will embrace this new method positively, and fully exploit its potential to further your selling opportunities for Hyster Container Handlers and Big Forklift Trucks.

Please contact your Big Truck RSM, or other members of the Hyster Big Truck Sales Team at (217) 443-7210 if additional assistance is required during this transition period. Dealer assignments for Big Truck RSMs are attached to this letter, and please notice recent changes to the dealer assignments for some of the Big Truck RSMs.

Sincerely,

HYSTER COMPANY

A handwritten signature in black ink, appearing to read "Scott P. McConkey". The signature is fluid and cursive, with the first name "Scott" being more prominent.

Scott P. McConkey

Sales Director - Big Trucks