



PRODUCT INFORMATION BULLETIN



D/C # 4

February 27, 2004

Series Impact: All Products

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES

FROM: PETER SIESSEL – VICE PRESIDENT, HYSTER MARKETING

SUBJ: 2004 HYSTER NEW UNIT PRICE INCREASE

Despite our efforts to mitigate increased product costs, we continue to feel the global effects of significant inflation in raw material prices especially in steel and castings. As a result, effective with **all orders received after March 31, 2004**, all basic unit and option prices will be increased to reflect a 3% list price increase. Our last general price increase was November 1, 2002 at which time a 2.5% increase was implemented.

All **customer** and **rental** units on order with Hyster Company before April 1, 2004 will be price protected. Dealer **stock on order** or **display** will be price protected if converted to a customer or rental order before April 1, 2004.

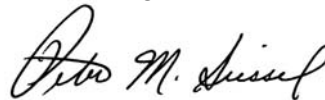
Hyster dealer stock-on-order with Clear to Ship acknowledge dates on or before March 31, 2004 will also be price protected.

In the near future, printed price pages for each model reflecting this change will be forwarded to your dealership. Updated electronic standard price pages will be available on or before April 1 through the Hyster Dealer Site at www.hysterusa.com.

Please remember to refresh HERO by selecting the “completely reload tables” option in the download area of the price book thereby activating this change.

As always, we appreciate the support of our distribution network and the sales organization.

Sincere Regards,



Peter M. Siessel

Vice President of Marketing – Hyster Company

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.