



2007 Hyster Advertising & Promotion Plan

A promotional plan is a tool to help us succeed in giving our customers and prospects the information they need, when they need it.

The elements of our 2007 promotional plan will answer the following questions:

WHAT is our message?

HOW can we best get our message out to the marketplace?

WHEN will we action our items?

* This document for Planning Purposes. A final plan / calendar will be sent after Planning Sessions are completed.

What is our Message?

An analysis was performed last year, to determine the strength of the Hyster brand and products by classes. This offered insight into the market perception. It was determined that historically, customers will turn to the Hyster product in Classes IV & V – we have a strong market share in both of these classes. And, the awareness of the Hyster product in Class I is good. With the addition of the AC product, and the promotional efforts (Microsite) and advertisements placed in 2005/2006 for this product, we should now become a stronger player in this product class.

Where we've had significant shortcomings is in Class II and III. And now, with the launch of the new warehouse products ... we're ready to take on the competition. Therefore, our advertising and promotion campaign in 2007 will mainly focus on these new products:

- New Hyster Reach truck series
- The Hyster B60-80Z^{AC}

Other new products we will place attention to in 2007 are:

- New Fortis Product – S/H 80-120FT
- Empty Container Handler
- YardMaster II

How can we best get our message out to the marketplace?

Magazines

Hyster Product ads in Materials Handling Industry magazines (not an all-encompassing list):

- Modern Materials Handling (10 insertions) – target reader: managers and engineers who have responsibility for recommending, selecting or buying materials handling systems and equipment in manufacturing and distribution industries.
- Materials Handling Management (6 insertions) – target reader is plant and warehouse manager and operations personnel who performs material handling logistics functions in manufacturing, warehousing and distribution.
- DC Velocity (6 insertions) – focuses solely and specifically on large distribution center operations in the Supply Chain marketplace.
- Materials Management & Distribution (Canadian; 6 insertions) – target reader is key logistics and supply chain professionals in various industries.
- Material Handling Product News (4 insertions) – edited for the engineer and manager involved in the purchase, specifying and recommending of material handling equipment, systems and related services. Editorial consists of primarily new products.
- New Equipment Digest (4 insertions) – a source of innovative products for general industry.
- Logistics Management (4 insertions) – written for managers and professionals in charge of traffic, transportation, purchasing inventory control and warehousing.

Vertical Markets

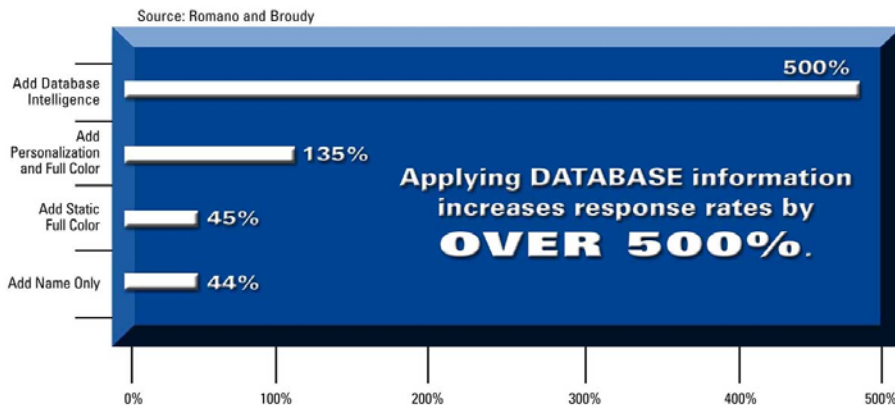
The vertical marketing campaign will be driven by the results of the Target Marketing Department. The industries we are currently focusing on for 2007 are **Trucking** and **3PLs**. Our message will stress that Hyster offers a competitive product at a competitive price. An analysis will be performed for each industry, and magazine placements will be determined accordingly.

Internet

Complementing web banner product ads will be placed in the websites of the Material Handling magazine listed above. Banner ads are by far the most popular type of internet advertising in use today.

Direct Mail

Direct mail fills a niche in the marketing communications area that no other advertising media can. A direct mail program is cost-effective, but the mailers need to be personalized, focused to be successful. New to 2007, will be an online custom direct mail program. Through this new program, you will be able to create your own direct mail pieces, focusing on various Hyster products and services, and direct them to specific audiences. A tailored direct mail program for your sales team, will allow you to promote the products and services relevant to your specific database or region. As a result, you'll have improved customer retention, increased response rates and greater sales. Our initial pieces that will be available are listed below. Refer to the calendar on the last page of this plan for a complete listing of mailers to be released in 2007.



B60-80Z^{AC}
S80-120FT
H80-120FT
Reach Trucks
Container Handling
Periodic Maintenance
Plus, E-Newsletter Campaign

Publicity

Publicity is the most cost-effective marketing tool there is and it builds credibility. While Advertising controls the message, PR does not, and because of this, PR creates credibility. Well-written publicity release can dramatically increase sales, expose our company to the masses, and greatly enhance the image of our products. To help spread the word about our products and services our 2007 publicity efforts will extend to:

- New Literature and New Product Releases (Reach and B60-80Z^{AC}, S/H135-155FT)
- White papers on value-added services (i.e. The Value of Planned Maintenance)
- Customer testimonials (Reach and B60-80Z^{AC}, and Jumbo trucks)
- Case studies (industry specific: trucking, 3PLs)

Customer Web Site

Brand New Look! New web address that better defines our division and purpose: www.hysteramericas.com. (The old web address, www.hysterusa.com will still be active and direct users to our new site.) Our target release date is December 1st, 2006. The site will encompass MUCH improved navigation, GREATLY enhanced search functionality, EXCEPTIONALLY better visitor experience.

Search Engine Optimization: Launch a search engine marketing campaign designed to give Hyster Company a competitive placement within major search engines. We are guaranteed top 10 listing within major search engines, using the following elements: key phrases, reciprocal links, and meta tags.



2007 Hyster Promotions & Events Calendar

January ProMat Show (Jan. 8-11) B60-80Z Direct Mail Periodic Maintenance Direct Mail Customer E-Newsletter	February Warehouse Products Customer/Consultant Event Fleet Mgmt. Seminar – Sacramento Reach Series Direct Mail Battery Needs Direct Mail	March Big Truck Dealer Business Strategy Meeting (2-day event in Nijmegen) Sales Training School (March 4-9) Fleet Mgmt. Seminar - Chicago Hyster President's Conference Call (March 23) S/H 80-120FT Direct Mail Customer E-Newsletter
April Service Mgr. Meeting (Apr. 2, 3) YMIH trip (April 12-16) Council of Excellence (April 13-16) ITC II Event (April 17 & 18) Dealer of Distinction (April 20-24) Hyster / MHEDA Dinner (Apr. 30) Container Handling Direct Mail	May Dealer Council Meeting at MHEDA San Diego (May 2) ITC II Event (May 3 & 4) Fleet Mgmt. Seminar - Houston ITC II Event (May 10 & 11) ITC II Event (May 17 & 18) Mobile Pallets Direct Mail Customer E-Newsletter	June Hyster President's Conference Call (June 8) ITC II Event (June 7 & 8) Fleet Mgmt. Seminar - Philadelphia ITC II Event (June 14 & 15) S/H 135-155FT Direct Mail Tire Options Direct Mail
July Dealer Principal Summit Meeting Customer E-Newsletter	August Fleet Mgmt. Seminar – Toronto Aftermarket Fair (Aug. 20-23) Reman Products Direct Mail	September Hyster President's Conference Call (September 21) ITC II Event (Sept. 13 & 14) Fleet Mgmt. Seminar - Atlanta ITC II Event (Sept. 20 & 21) Ergonomic Parts Direct Mail Customer E-Newsletter
October ITC II Event (Oct. 4 & 5) Service Manager Meeting (Oct.8, 9) Fleet Mgmt. Seminar - Seattle ITC II Event (Oct. 18 & 19) ITC II Event (Oct. 25 & 26) Accessories Direct Mail	November ITC II Event (Nov. 1 & 2) 2008 Planning Meeting Load Wheels Direct Mail Customer E-Newsletter	December Dealer Council Meeting (Dec. 3-4) Hyster President's Conference Call (December 7)