



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

January 13, 2010

TO: All Hyster Dealer Principals, Branch Managers, Sales Managers, Sales Representatives and Marketing Contacts

SUBJECT: **2010 Programs and Marketing Resources**

Hyster Company is offering its dealers several programs and resources in 2010 that are designed to help you take advantage of an improving economy and win more business.

On the following pages you will find details of:

1. New, subsidized dealer marketing programs and additional marketing resources through our new marketing agency, Jackson Marketing Group, to help you better reach and attract buyers.
2. Specially negotiated rates for implementing the Salesforce.com customer relationship management system.
3. A reminder of the new offer to subsidize new sign-ups for the Hyster dealer website program offered by Equipment Web Services.

I am confident that these programs and resources, together with the new and enhanced products coming your way next year, will help your dealership reach its sales goals in 2010.

Please do not hesitate to call me at (252) 561-7043 with questions or comments.

Sincerely,

HYSTER COMPANY

Patrick Duhaime
Director, Hyster Brand Management

COPY: Hyster Regional Sales, Financial Services, National Accounts Managers and Marketing Staff





2010 Hyster Dealer Marketing Programs Overview

Available Immediately

The following services are available to Hyster dealers today at no/low cost as part of the Dealer Marketing Program.

- 1) **Dealer Web Site:** A low cost solution for Hyster Dealers to upgrade to a more powerful site featuring a comprehensive Hyster showroom has been extended. Hyster Company will pay 100% of start up cost with Equipment Web Services and dealers will pay ongoing monthly costs.
- 2) **Local/Regional Public Relations:** Develop and manage local/regional public relations plans, media databases, write press releases, distribute and pitch media to build awareness for your business and help position you as the local materials handling expert. Hyster Company will pay 100% up to a maximum of \$2500 per dealership.
- 3) **Marketing Event Support:** Hyster Company will support dealer open houses, tradeshow and other special customer events by providing banners, backdrops and up to \$250 of logo merchandise or door prizes. Hyster Company pays shipping to destination and dealer pays return shipment costs.

The following programs will be utilized at the discretion of Hyster Marketing based on funding, location and scheduling.

- 4) **Invitation to Compare Events:** ITC events will continue to be offered in 2010. Two ITC trailers (Fortis and Electric Rider) will tour the country stopping at specific dealer locations. Hyster Company will pay up to 95% of this special sales event to qualified dealers who have a minimum of 25 customer attendees.
- 5) **Customer Testimonial and Video:** Provide Jackson Marketing with a customer contact to facilitate a customer application story and video segment for use in national brand marketing. The participating dealer will receive a Dealer Video (#6 below) as well as a copy of the customer testimonial. Hyster Company will pay 100% of development. Any special dealer changes will be paid for by the dealer.
- 6) **Dealer Video:** Create a 2-3 minute video featuring your dealership and key messages. Hyster Company will pay 25% unless a customer testimonial is provided (see item #5). Additional charges will be paid by the dealer.



2010 Hyster Dealer Marketing Programs Overview

Coming in February, 2010

Additional marketing services will be offered to Hyster dealers at no/low cost as part of the Dealer Marketing Program, in conjunction with Jackson Marketing Group.

Hyster Company will pay 100% of creative development for:

- **Dealer Banner Ads for use on the Internet.** Dealer will be able to select from several standard layouts to input Dealer information. Changes from the standard layout will be paid for by the dealer.
- **Direct Mail (Print):** Dealer will be able to select from several standard layouts to input Dealer information. Changes from the standard layout, print cost, mailing list, postage and handling will be paid by dealer.
- **Direct Mail (Electronic):** Hyster Company will pay 100% of creative development for promoting Hyster products and services. Any changes or development of allied line mailers will be paid for by the dealer.
- **e-Newsletters:** Creative services for HTML designed templates. These end-user template newsletters provide each dealer the opportunity to customize their messages. Hyster Company will pay 100% of template design. Additional changes and distribution will be paid for by the dealer.
- **Dealer Vehicle Graphics:** Hyster Company will pay 100% of creative development of vehicle templates. Dealers will pay for any changes to the standard template, and for printing and installation.

Additional Dealer Marketing Programs Offered by Jackson Marketing Group

The following are examples of services offered to Hyster dealers directly from Jackson Marketing Group at a Hyster-negotiated discounted rate.



- 1) **Marketing/Advertising/Promotion Consulting:** JMG is available to conduct one, two and three-day marketing consulting sessions with dealers, focusing on issues such as market position, marketing plans, advertising and promotions planning.
- 2) **Market Research:** A variety of custom dealer-specific market research can be developed and fielded including dealer brand awareness and perceptions, customer wants and needs, and customer satisfaction.
- 3) **Local/Regional Media Buying and Sponsorship:** Consult, develop plans and purchase local/regional media and sponsorships.
- 4) **Advertising Development:** Develop and produce custom advertisements for your business, including newspaper, magazine, outdoor, radio, online and television.
- 5) **On-hold Messaging and Development:** Develop custom on-hold messaging for your dealerships phone systems.
- 6) **Dealership Signage:** Develop custom signage, banners and other point-of-sale materials for your dealerships.
- 7) **Dealership Collateral:** Develop custom brochures and other collateral for you dealerships.
- 8) **Search Engine Management/Keyword Buying:** Consult, develop plans and purchase keywords to drive traffic to your internet site.
- 9) **Social Media Strategy/Development:** Consult, develop plans and create custom social media tools for your dealership including, but not limited to, your own blog, Facebook™ fan page, Twitter™ or YouTube™ channel.
- 10) Marketing Coordinator Training

Jackson Marketing Group

Overview



WHO WE ARE

For over 20 years Jackson Marketing Group has had a single mission – create integrated marketing communication programs that help brands and their dealers build value and sell products. And beginning in 2010, JMG is honored to partner with NACCO Materials Handling Group, Inc. (NMHG) and its dealers. From our beginnings in the 1980’s helping automakers launch new vehicles to their dealer network to our work today for nearly two dozen transportation-related brands from our headquarters in Greenville (S.C.), our nearly 100 associates have both a passion and expertise in transportation marketing. We understand the challenges of large capital purchases, long consideration cycles, varied distribution channels, technically-diverse products and complex marketing messages.

WHAT WE DO

Probably the easiest answer is what we don’t do. We don’t do in-house printing. But you will find expertise in just about any other marketing communications tactics – whether it’s strategic planning, research, media planning and buying, advertising, collateral materials, digital marketing, social media, direct marketing, shows and meetings, training, video production, public relations, partnership marketing, or measuring the effectiveness of any of these. And whether you need an integrated marketing program to help move your business forward or a simple tactic executed, we can help.

WHO WE DO IT FOR

We are blessed to work with some of the world’s premier brands, like Volvo® Construction Equipment, Michelin® Tires, BMW®, SONY® and now, NMHG. But we also get just as big a kick out of helping various brands’ dealers market their business – whether it’s a Volvo dealer event, a Michelin dealer training program, or a BMW launch event.

WHAT’S IN STORE FOR HYSTER DEALERS

Beginning in 2010, Hyster dealers can take advantage of JMG’s expertise and marketing services in a variety of areas, many funded by the Hyster Dealer Subsidized Marketing Program. In addition, JMG will offer a variety of other services direct to dealers at a Hyster-negotiated discounted rate.



2010 Hyster Dealer Salesforce.com CRM Offering

For much of 2009, NMHG was defining its direction for a CRM and Sales Management platform. After reviewing and testing numerous systems, we have settled on Salesforce.com as the most appropriate platform. The selection criteria included the following:

- Ease of use
- Cost per user
- Off-the-shelf functionality for account management, lead management, campaign generation, sales task reminders, etc...
- Ability to link with NMHG systems, such as eHero
- Capability to customize to a pre-defined sales process
- Capacity to link the system with dealer CRM systems at no cost



An important part of our discussions with Salesforce.com was in relation to developing a cost effective offering for our dealer network. In recent weeks, we've come to an agreement with Salesforce.com to offer Hyster dealers with an aggressive discount for the Salesforce.com's CRM platform which contains the following elements:

- CRM functionality (Accounts Mgmt, Opportunity Tracking Lead Mgmt, Reporting, etc...)
- Email and Marketing campaigns
- Link with the eHero (expected early next year)
- Mobile-lite edition (read only via Blackberry or other device)
- Data migration from one data source (e.g. Dealer's business system)
- Scoping sessions (Limited scoping sessions; Complex installs will need incremental sessions)
- Standard administrative support via 800#
- Data integration from additional data sources is an additional fee. This cost will be defined on an as needed basis depending on complexity.
- Dealer version linked with NMHG version (this is optional for the dealer – specific sections of linkage can be defined)

Cost Range - \$50 to 56 per month per person

Requires a 24-month commitment for professional edition. Enterprise edition also available at additional monthly cost.*

**Actual cost may vary depending on complexity and configuration.*



2010 Hyster Dealer Salesforce.com CRM Offering

While we've tried to work with Salesforce.com to provide you with a broad base of functionality, you may find that additional functionality is required. As you engage directly with Salesforce.com, incremental tools are available for integration at an additional fee. NMHG will not be directly involved in the CRM relationship between you and Salesforce.com. Furthermore, NMHG will not have access to your data. You may decide to link your system with NMHG's version of Salesforce.com to facilitate communication. Linking may be beneficial to both organizations but is not required or expected.

During early 2010, Hyster Sales and Marketing along with Salesforce.com, will be hosting WebEx sessions to demonstrate the system and answer questions.

The intent of this program is to leverage NMHG's global relationship with Salesforce.com to provide all dealers in Americas and EMEA with cost effective access to one of the most respected CRM systems in the world. We hope that dealers will take advantage of this great opportunity.

To move forward with this opportunity, please contact one of the following people:

Patrick Duhaime, Hyster Brand Director – (252) 561-7043; patrick.duhaime@hyster.com

Bob Lempke, Sf.com National Acct. Representative – (440) 471-7710; blempke@salesforce.com

Sincerely,

Jonathan Dawley
VP, NMHG Marketing



Dealer Internet Solutions Program Reminder

As announced on December 14th, Hyster Company is now offering a subsidized Hyster Dealer website program, produced through Equipment Web Services. The Equipment Web Services (EWS) solution offers dealers the opportunity to have a reliable and cost-effective Hyster Dealer Web Site and Internet solutions resource at a very reasonable cost.

The EWS program features a dedicated Hyster product showroom that is maintained by Hyster Company's marketing department. Don't miss out on this opportunity to save 100% on your start up costs!

Save 100% on the one-time set up fee!

Hyster dealers that sign up for the EWS Internet solution before February 1st, 2010 will receive \$1,500 off the base solution set-up fee. This savings is based on Hyster and Equipment Web Services paying the amounts listed below.

Hyster Company will reimburse to any participating Hyster dealer \$750 of the base solution set-up fee. *Dealer pays set-up cost upfront and requests reimbursement through the standard Hyster advertising co-op reimbursement procedure.*

Equipment Web Services will also provide a \$750 discount off of its base solution set-up fee. This discount will be applied during sign-up.

These savings are good for all Hyster dealers that sign up by February 1st, 2010 and cannot be combined with other offers unless authorized by Equipment Web Services.

EWS is part of the Commercial Web Services family and a division of Dominion Enterprises, a leading comprehensive Internet solutions provider for the heavy equipment and trailer industries. Their web development skills and experiences with dealers have helped Hyster Company and EWS develop a turn key program that provides state-of-the-art, graphically consistent dealer web sites throughout the Hyster dealer network.

We hope you will consider this an excellent opportunity to help grow your business and reach many new customers while spending your promotional dollar in a very cost-effective manner. I will be happy to provide you with the names of other Hyster dealers that are already achieving great results with their new web sites through EWS.

For more information on how to get started, please contact Lorri Lewis (252.931.5679) or Jennie Davis at Equipment Web Services (757.351.8428).