



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.
1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

DATE: March 31, 2011

TO: All Hyster Dealer Principals, Branch Managers, & Sales Managers

FROM: Walter R. Nowicki, NMHG Director-Dealer Business Development

COPY: Hyster Marketing Staff, Regional Sales Managers, NMHG Marketing Staff, Dealer Business Development

SUBJECT: 2011 Dealer of Distinction Program Updates

Based on dealer input and requests, the 2011 Dealer of Distinction Program has been improved and updated:

- Sales Awareness and Closure will be calculated based on Total Dealer Quotes rather than “Won and Lost” Quotes
- Hyster Capital Goals will be utilized instead of factored equipment purchases when calculating Financial Services Share.

Sales Awareness (Participation), Closure, Actual Retail Financing and Goals are all included on the Dealer Business Plan Monthly Scorecard, to assist in tracking your dealership’s status.

A copy of the revised program is attached and also posted on the Digital Dealer Website for your reference.

Should you have any questions regarding this continuous improvement initiative please contact Mike Leach (mike.leach@nmhg.com) or myself.

Attachment

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