



HYSTER COMPANY

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

January 6, 2011

TO: North American Hyster Dealer Principals, Branch and Sales Managers
SUBJECT: Hyster 2011 GAME ON! Sales Recognition Program Announcement

We are pleased to announce the Hyster 2011 GAME ON! sales recognition program. This is our second year for the GAME ON! Incentive program and now sales representatives and sales managers can earn a special reward. The Hyster 2011 GAME ON! program is a "Racing Challenge" and will feature a Mid-Season payout for "Race Leaders" and a Full-Season payout for the "Cup Qualifiers".

Mid-Season Payout for Race Leaders - Begins January 1 through June 30th and rewards the top nine (9) sales people focused on any of nine special categories:

- | | | |
|------------------|---------------------------|------------------------------|
| (1) S/H 50CT | (5) H190-360HD | (9) H360+ Container Handlers |
| (2) S/H 80-120FT | (6) E70-120XN | |
| (3) E/J 45-70XN | (7) E30-40HSD2 | |
| (4) J30-40XN/T | (8) N35-45ZR/ZRS/ZDRS/ZDR | |

The top salesperson in each category will be selected along with the top four sales managers. One sales manager per region will be selected based on total volume of all nine categories.

Winners will enjoy a day at the BMW Performance Center located in Greenville, SC on September 15th. Participants get to drive 6 different vehicles in different settings. There are 3 driving venues: Off Road, Speed and Wet terrain. A BMW museum and factory tour is also planned.

Full-Season Payout for Cup Qualifiers: - Begins January 1 through December 31st and rewards the top 25 qualifiers with a group trip for two. The group trip will take place in the spring of 2012. The top 8 positions will earn Hyster President's Circle winner recognition.

Winners will enjoy a group trip for two at a vacation destination. Location destination and trip dates will be announced by mid-year. In addition, President Circle winners will receive a trip upgrade. Three time winners will earn the Hyster President Circle Ring.

Everyone here at Hyster is looking forward to assisting every player in being the best in 2011. Please review all of the program details on the Rules page and don't forget to register your new truck sales people (see rule F1 for details).

Sincerely,

Patrick Duhaime
Director, Hyster Brand Management





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GAME ON! 2011 Rules

(A) PROGRAM DESCRIPTION: The GAME ON! 2011 Racing Challenge program is a promotion open only to sales people of Authorized Dealers of Hyster Company. The program consists of a “Mid-Season” and “Full-Season” payout. The Mid-Season lasts 6 months from January 1st through June 30th, 2011 and will recognize the top 9 Race Leaders plus 4 sales managers. The Full-Season lasts 12 months from January 1 through December 31st, 2011 and will recognize the top 25 salespeople Cup Qualifiers with the most units sold. Program details are below.

(B) QUALIFYING SALES: The Program is based on qualified new 2011 retail sales of Hyster fork lift “units” sold directly by dealer salespeople to a dealer customer, or through a Hyster National Account Manager to a decentralized Hyster National Account. The dealer salesperson must be registered with Hyster National Accounts as the salesperson for the decentralized account’s facilities in the dealer’s sales territory.

(C) Mid-Season Race Leader Scoring: Each unit sold scores one (1) point. The top sales person selling the most units of a particular model from January 1 – June 30th will participate in the September BMW Driving Experience. One winner will be selected for each of these special models. A 5 unit minimum requirement must be met to qualify or no award will be provided in that category. There isn’t a unit minimum requirement for category #9.

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The top performing sales manager from each of the 4 Hyster regions will earn the same reward. The reward includes hotel, food and beverage, local ground transportation to and from airport/hotel and the BMW driving school fee. Air travel is the responsibility of the sales person or dealership.

(D) Full-Season Race Leader Scoring: Each unit sold scores one (1) point except the W40Z which earns one-half (1/2) point. The top 25 sales people who earn the most total points from January 1 through December 31st, 2011 will win a group trip for two. The Year-end Cumulative Award (Full Season Cup Qualifiers): A group event and/or award will be earned by the Top Twenty-Five Cup Qualifiers (sales people) with the highest stats. The Top Eight Leaders will be recognized as President’s Circle winners and will earn a VIP status. President’s Circle winners achieving this honor for three years (consecutive or nonconsecutive) will also receive the Hyster President Circle ring. No prize substitution or transfers will be allowed.

(E) ELIGIBILITY: This trade promotion is open to all sales people of Authorized Dealers of Hyster Company in the United States and Canada (excluding Quebec and except where prohibited by law). Sales people must be employed by the Dealership at the time of the event.





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(F) AGREEMENT TO THE OFFICIAL RULES: By participating in the promotion, each Dealership, Dealer sales manager and Dealer sales person fully and unconditionally agrees to and accepts these Official Rules and the decisions of Hyster Company, which are final and binding in all matters related to the Program. This promotion is open only to salespeople of Authorized Hyster Dealerships. All salespersons must be employed by the dealership at the time of the event. Trips are not transferable. Should a winner leave employment with the dealership prior to the event, the award will be forfeited.

I. PARTICIPATION & ENROLLMENT: Each new truck sales person must update their NOMS configurator profile and check the new field titled "incentive participant" before January 31st, 2011. This will automatically register the sales person for the GAME ON! 2011 program. This field is reserved and should only be activated for new truck sales people. Do not use this field for sales managers or dealer management.

II. SALES TRACKING: Sales orders will automatically be tracked via NOMS configurator system. By updating the "incentive participant" field Hyster Company will be able to track 2011 sales without the need to submit monthly stat sheets. Dealers who sell trucks out of stock must complete a CMT (contact management ticket) in order to receive credit.

(G) AWARD ISSUANCE: Hyster Company will audit all retail deliveries of eligible Units as reported by the Dealership. No award will be made until all eligible deliveries have been verified by Hyster Company. Hyster Company is not responsible for lost entries or qualifying sale entries. Winners are responsible for all taxes (federal, state and/or local) and any other expenses not expressly provided for in these rules, which relate to acceptance and use of prize.

(H) GENERAL CONDITIONS: By participating, Dealer and Participant (a) release Hyster Company, its parent and affiliated companies, and their directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, the acceptance, possession, use, or misuse of the prize; and (b) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the prize including, but not limited to, its quality or availability; and (c) awards may not be substituted for cash; and (d) awards may not be assigned or transferred. If the winning individual chooses not to accept the award, the award will be forfeited. Noncompliance with the Official Rules will result in disqualification and the forfeiture of any prize. Hyster Company reserves the right to cancel, amend or revoke this program at any time. Decisions regarding any matter under this promotion will be made by Hyster Company and are final.

SPONSOR: Hyster Company, 1400 Sullivan Drive, Greenville, NC 27834 is the sponsor of this program.

