



HYSTER COMPANY

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

February 3, 2011

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

SUBJECT: **2011 Programs and Marketing Resources**

Hyster Company is offering its dealers several programs and resources in 2011 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. Signage Program
2. Sales Literature Allotment
3. Prospecting and Awareness
4. Open House Support
5. Invitation to Compare Support
6. Customer Focused Marketing Program
7. Database Clean Up
8. CRM Program
9. Dealer Website Improvement
10. Hyster Sales Lead Management
11. **Game On** Sales Incentive Program
12. Subsidized dealer marketing programs with the **Jackson Marketing Group**.

I am confident that these programs and resources, together with the new and enhanced products coming your way this year, will help your dealership reach its sales goals in 2011.

Please do not hesitate to call me at (252) 561-7043 or Lorri Lewis at (252) 561-5679 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





HYSTER COMPANY

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



2011 Hyster Dealer Marketing Programs Overview

1. Signage Program

- ❖ Applies only for new dealers* or branch facility upgrades
- ❖ Hyster will provide 50% of the cost of new signage per branch up to \$2,000.
- ❖ Please contact Lorri Lewis at (252) 561 5679 for details.

2. Sales Literature Allocation

- ❖ Applies to all dealers for ordering sales literature (brochures and tech guides).
- ❖ Important program to update literature to the new Hyster look and "Bring It" campaign.
- ❖ Order and allotment is through Nies Printing.
- ❖ Contact Chris Murtha at (252) 931-5665 or chris.murtha@nmhg.com for details and timing of new brochure availability.



3. Prospecting and Awareness



- ❖ \$6,000 to jumpstart prospecting efforts utilizing *Concept Services*. A three month commitment from the dealer is required for which Hyster will fund up to \$6,000. (Applies only for new dealers)
- ❖ \$2,500 towards a direct mail campaign (includes initial introduction letter and one additional direct mail campaign) (Applies only for new dealers)
- ❖ \$1,500 towards a direct mail campaign (includes one direct mail campaign) (Available for all dealers)
- ❖ \$1,000 towards PR efforts (includes PR plan and execution of plan with media) (Available for all dealers)
- ❖ For more information on how to get started, please contact Patrick Duhaime (252.561.7043) or patrick.duhaime@hyster.com

*New dealer is defined as taking on new territory and facilities within the last 12 months.





HYSTER COMPANY

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

4. Open House Support

- ❖ Available to all dealers for VIP customer events.
- ❖ \$2,000 towards an open house to showcase new/upgraded location and dealer capabilities to new/existing customers.
- ❖ Hyster will also support with personnel, product and merchandise as timing and budget allows.
- ❖ Please submit proposal to Lorri Lewis at (252) 561-5679 for more information.

5. Invitation to Compare Support

- ❖ Available to all dealers who qualify for an ITC event. The calendar is being finalized now for a new event offering in 2011. Host dealers will be confirmed by the Regional Sales team.
- ❖ Hyster will pay \$1000 towards event luncheon
- ❖ Hyster will pay for Concept Services to pre-call customer list and work to drive attendance at event.
- ❖ Hyster will supply competitive equipment, bleachers, brochures, merchandise etc...
- ❖ Please contact Lorri Lewis at (252) 561-5679 for more information.

6. Customer Focused Marketing Program

- ❖ Hyster is working with its dealers and national sales reps to develop customer case studies/success stories
- ❖ These testimonials capture how Hyster products and dealers helped improve the customer's business
- ❖ These stories are then used in PR and advertising to promote Hyster, its dealers and its customers
- ❖ Stories will be captured in writing and in some cases also video taped
- ❖ Customers and dealers will have the opportunity to approve all information before publication, and will have access to finished materials (written/videos) for their own marketing use
- ❖ There is NO COST to the customer or dealer.
- ❖ \$25,000 to \$250,000 in media exposure for dealer and customer.
- ❖ Please contact Lorri Lewis at (252) 561-5679 for more information.



*New dealer is defined as taking on new territory and facilities within the last 12 months.





HYSTER COMPANY

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



7. 2011 Hyster Dealer CRM Offering

For much of 2010, NMHG was defining its direction for a CRM and Sales Management platform. After reviewing and testing numerous systems, **Salesforce.com** was implemented with NMHG National Accounts and Field Sales personnel. 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. After a successful pilot with MH equipment, 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 in Q1)
- 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 - \$75 per month per person

Requires a 24-month commitment for Enterprise Edition.





HYSTER COMPANY

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

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.

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

8. Dealer Internet Solutions Program



Hyster Company will continue the highly successful 2010 program into 2011. Last year 17 Hyster Dealers took advantage of the 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 March 1st, 2011 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 March 1st, 2011 and cannot be combined with other offers unless authorized by Equipment Web Services.





HYSTER COMPANY

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

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 Patrick Duhaime (252.561.7043) patrick.duhaime@hyster.com or Jennie Davis at Equipment Web Services (757.351.8428).

9. Dealer Data Base Clean Up Program



The program objectives for a typical dealer were to:

1. Condense and clean the customer Database,
2. Profile Your Customers,
3. Find More Like Them!

Benefits of and accurate data base are

- Develop a More Targeted Marketing Plan
- Increase the Knowledge of your Customer Base
- Decrease Printing and Postage Costs
- Increase Response Rates
- Make Better List Selections

The Program with the **infogroup** involved 4 data base cleaning programs

1. NCOA – Cleans up addresses
2. Phone verification and append
3. Business enhancement
4. email verification and append
 1. Sent a welcome blast on behalf of client
 2. Wait 5-7 days for response, opt option must included.
 3. System confirms delivery.
 4. InfoGroup appends email addresses for businesses in the data bases.





HYSTER COMPANY

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

Infogroup will offer the discount rate of \$2500 for 30,000 customer records. As part of special program with the **infogroup**, Hyster Company is willing to subsidize 50% of any data clean up project up to \$3,000 for a maximum contribution by Hyster of \$1,500. Please contact Patrick Duhaime at (252) 561-7043 or patrick.duhaime@hyster.com for more information.

10. Hyster Sales Lead Management

Hyster has teamed up with Performark, an inquiry and lead lifecycle management provider, to deliver you with new sales opportunities. With this recent partnership, you will now see notifications from hyster@performark.com via email, alerting you where potential viability has been identified in your area. These leads have been acquired through sources with which you are likely acquainted (such as tradeshow and industry publications). Notifications will include as much information as available at the time of receipt, such as the source of interest, contact information, and any additional details provided or obtained at the time of submission. Performark will also send, on Hyster Company's behalf, a letter thanking the prospect for his/her interest and a copy of the Full Line brochure via postal mail.

We ask that you ensure that new opportunities are distributed to the appropriate salesperson in your organization, and provide any updates on the status of a lead to the Hyster Lead Support team at Performark; including periodic updates to ensure lead statuses are current. **Please provide the point of contact for these leads to Lorri Lewis.**

When an opportunity is won, please provide:

- Date of the sale
- Product sold
- Amount of sale

If a sale was lost or not made, please provide:

- The name of the competitor who made the sale, if applicable.
- Why the prospect chose not to purchase.

Another means of updating the status of leads is through monthly direct follow-up with the Hyster sales team. If you have an open lead for which a status is needed, the Lead Support team at Performark will contact you and ask for updated lead statuses.

Please be advised that all leads and sources are reviewed for sales channel inquiries and competitors, in an effort to remove as many invalid leads to the best of our abilities. If you happen to receive an invalid lead, please reply to the lead notification and provide detail on why a lead is invalid.

Should you have any questions, you can contact Lorri Lewis. We have also provided the contact information for Performark Hyster Leads Support below and welcome your feedback as we launch this new method of lead management and delivery. We look forward to a prosperous future and thank you for your continued efforts!

Lorri Lewis, Manager - Promotions & Events, Hyster Company (lorri.lewis@hyster.com)
Kodi Osmond, Delivery Manager, Performark
Hyster Leads Support at 1-866-337-3734
Email Hyster@performark.com





HYSTER COMPANY

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

11. Hyster 2011 GAME ON! Sales Recognition Program

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".

GAME ON! 2011

HYSTER ANNOUNCES THE 'GAME ON!' PROGRAM FOR 2011

THE RACE IS ON FOR THE HYSTER CUP!

MID-SEASON PAYOUT FOR RACE LEADERS

- Begins January 1 and runs through June 30th 2011. Rewards the top eight sales people focused on any of eight special model categories. The top sales person in each category will be selected along with the top four sales managers. See rules for details.

PRIZE - The twelve winners will enjoy a day at the BMW Performance Center. Participants get to drive six different vehicles in different settings: Off Road, Speed and Wet terrain. A BMW museum/factory tour is also planned.

FULL-SEASON PAYOUT FOR HYSTER CUP QUALIFIERS

- Begins January 1 and runs through December 31st 2011. Rewards the top 25 performers with a group trip for two. The top 8 positions will earn Hyster President's Circle winner recognition.

PRIZE - Winners will enjoy a group trip for two to a tropical vacation destination.* In addition, President Circle winners will receive a trip upgrade. Three time winners will earn the Yale President Circle Ring.

[\[CLICK HERE TO REVIEW FULL ANNOUNCEMENTS AND RULES\]](#)

*Image is a representation. Actual destination will be announced mid-2011.





HYSTER COMPANY

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

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).

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.





HYSTER COMPANY

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

(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.

- | | | |
|------------------|---------------------------|------------------------------|
| (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 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.

(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.





HYSTER COMPANY

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

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.

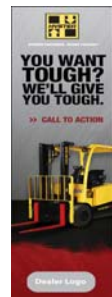
12. Subsidized Dealer Marketing Programs Offered with the Jackson Marketing Group



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

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.





HYSTER COMPANY

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

- **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.
- **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.
- **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 the Jackson Marketing Group



The following are examples of services offered to Hyster dealers directly from Jackson Marketing Group at a Hyster-negotiated discounted rate. Please contact Joel Robinson at 864.272.300 for more information.

- 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.





HYSTER COMPANY

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

- 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.





HYSTER COMPANY

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

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.

