

Hyster Price Updates

An Important Announcement from Hyster Company – Greenville, North Carolina.



Date:
January 8, 2007

To:
Hyster Dealer Principals,
Branch Managers,
Sales Managers, and
Sales Administrators

cc:
Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:
Kelly Smith



After much research and evaluation, along with input from the Dealer community, Hyster Company will be adjusting prices on select Fortis series. (Please refer to the published price book for price changes.) This adjustment will ensure that Hyster covers material inflation while still remaining a highly competitive market leader in Class IV and V. Repositioned pricing will be effective with all orders received **after midnight January 9, 2007.**

- **Class IV and V:** (Capacities of 12,000 lbs. and less)
 - Current Hyster Dealer "Stock On Order" (SOO) will be adjusted to the new price. The price date on orders will be updated to reflect January 10, 2007.
 - Current SCs which contain Class IV or V units with capacities of 3,000 to 12,000 lbs. **will be end dated effective January 9, 2007. Each Dealership will need to re-quote adjusted models and re-apply for special discounting on any end-dated SC's including all other models in the original SC request. The previously approved SC number must be included when re-applying for discount.**
- **Effective January 10, 2007, Hyster Company will accept and review special pricing requests on all Hyster models for transactions of six or more units only. Excludes VNA products and Class IV and V (capacities of 13,500 lbs. and above).**
 - All discount requests must be submitted electronically (via eHERO or HERO electronic system).
 - Requests **must** include the following information as part of the SC review process:
 - o Models – Quantity – and discount level requested.
 - o Full Customer Company Name, City and State of unit Installation.
 - o Competition (brands) active in the bid/transaction and any respective street pricing intelligence including competitive quotes.

CONFIDENTIAL MATERIAL

For use by Hyster Employees and Authorized Hyster Dealers only.
Do not copy or distribute.

Hyster Price Updates

- o Reason for requested discount level – previous purchase price, intelligence regarding competitive activity.
 - o Powertrain configuration (Fortis only).
 - o Financing (FC) requirements.
 - o **Incomplete requests will be referred back to the Dealership.**
- In addition, effective with all orders received **after midnight February 14, 2007**, the following price changes will be applied:
 - **Class I, II, III:** All basic unit and option prices will be increased to reflect a **3% list price increase**. The B60-80ZAC and all Reach trucks are excluded from the price increase.
 - **Class V:** (Capacities of 17,000 lbs. and above) - All basic unit and option prices will be increased to reflect a 7% list price increase. The H30-40FTS, H40-70FT, H80-120FT, and H135-155FT are excluded from the price increase.
 - **SPED Price Increase:** Effective February 15, 2007, SPED price pages will be updated to make the price and offering across series more consistent. All option prices will now be discountable.
 - All customer and rental orders entered through midnight February 14, 2007 will be protected at current pricing levels.
 - Current Hyster Dealer “SOO” will be price protected if converted to a customer or rental order by midnight on February 14, 2007.
 - Dealer “SOO” with “Clear-To-Ship” acknowledge dates on or before February 14, 2007 will also be price protected and subject to normal cancellation policy.
 - New price pages as well as electronic copies of the notification will be available through the Hyster Dealer Secure Site at <http://www.hysteramericas.com/> prior to February 15, 2007.
- Three teleconferences have been scheduled to answer questions regarding this announcement. To participate in any of the calls, please dial **1-877-336-1839**. Participant code: **2674151**.
 - **Wednesday, January 10th at 11:00 am EST**
 - **Friday, January 12th at 2:00 pm EST**
 - **Monday, January 15th at 4:00 EST**

Please remember to refresh HERO by selecting the “completely reload tables” option in the download area of the price book thereby activating this change.
To re-price existing quotes please open each quote in the Truck Specification Builder.

CONFIDENTIAL MATERIAL

For use by Hyster Employees and Authorized Hyster Dealers only.
Do not copy or distribute.