

Hyster Price Increase

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



Date:
October 2, 2006

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
VP - Marketing



Beginning **January 1, 2007**, new Environmental Protection Agency (EPA) regulations will take effect regarding forklift trucks. These emission regulations are being installed to further reduce the level of hydrocarbons (HC), oxides of nitrogen (NOx), monoxide (CO), and other harmful compounds in our atmosphere. New regulations are in regard to emission controls for all GAS/LPG engines (Large Spark Ignited (LSI) of 16KW, 25HP and larger) sold in or imported to the USA. These regulations will impact the cost basis of all forklift manufacturers and therefore will trigger product price increases. The following Hyster series will be impacted.

Series	Base Model List Price Increase	Dealer Net Impact
S30-40FTS	\$1,161	\$650
S40-70FT	\$1,182	\$650
S80-120FT	\$1,545	\$865
H30-40FTS	\$1,161	\$650
H40-70FT	\$1,161	\$650
H80-120FT	\$1,545	\$865

- Price Increase will take effect on all orders received after December 31, 2006.
- All customer and rental orders received through December 31, 2006 will be protected at current pricing levels.
- All Hyster Dealer "Stock On Order" will be price protected if converted to a customer or rental order by the close of business on December 31, 2006.
- Dealer "Stock On Order" with "Clear-To-Ship" acknowledge dates on, or before December 31, 2006 will also be price protected and subject to the normal Hyster cancellation policy.
- Dealer "Stock On Order" with "Clear-To-Ship" acknowledge dates after December 31, 2006 will be re-priced to the new List Price effective January 1, 2007 and subject to the normal Hyster cancellation policy.
- New price pages as well as electronic copies of this notification will be available through the Hyster Dealer Secure Site at www.hysterusa.com prior to December 31, 2006.

Please remember to refresh HERO by selecting the "completely reload tables" option in the download area of the price book thereby activating this change.

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