

The Driving Force



News you can use from Hyster Company.

Hyster Announces Details of Dealer Management Summit '10

Greenville, NC (June, 2010) – Hyster Company today announced it will be conducting its Dealer Management Summit in Greenville, North Carolina, Sunday through Tuesday October 10-12, 2010. All Hyster Dealer Management staff members are invited to attend.



"Strong Partners" Meeting Theme

The theme of this year's Hyster Summit is "Strong Partners". During the event, the attending Dealer Principals and their senior management staff will review and discuss pertinent product, sales, marketing, and business information for the successful implementation of their business growth plans for 2011 and the years that follow.

First Session Sunday 10/10 at 4:00 PM

The Summit will begin at 4:00 PM on Sunday, October 10 with a special Dealer Council-type business meeting for Dealer Principals. A concurrent sales/business review for the attending branch and sales managers will also take place during this time.



Dealer Services Event Monday Evening

All of the attending dealer managers will have the opportunity on Monday evening to meet members of multiple NMHG / Hyster departments during the planned Dealer Services Event. Each department display will be staffed with department members that are ready to review and discuss their many dealer support efforts.



Summit events will focus on the growth potential of Hyster dealerships with activities and presentations designed to help dealers fine tune their growth plans by leveraging the current and future leadership positions of the entire Hyster organization.

CONFIDENTIAL MATERIAL: FOR USE BY NMHG EMPLOYEES AND AUTHORIZED HYSTER DEALERS ONLY. DO NOT COPY OR DISTRIBUTE.



Hyster Dealer Management Summit '10

Sunday Celebration Dinner

The events on Sunday, October 10 will finish with a Hyster Celebration dinner for all attendees. During this function the guest speakers will set the tone for the exciting business opportunities that await the Hyster Dealer organization in the next few years.



"We will address the exciting potential of Hyster dealerships with presentations and messages that will help dealers develop their growth plans by leveraging our current and future strengths," announced Don Chance, President of Sales.

Chance continued, *"It's an exciting time for all of us that represent Hyster. We look forward to seeing senior managers from all our dealerships and sharing the ideas and plans that await the Hyster organization."*



Book Your Hotel Rooms Now

The Hyster Dealer Summit meeting venues will include both the Greenville Hilton—where attendees are invited to stay at a reduced rate—and the Greenville Convention Center.

- Dealers should contact the Greenville Hilton Hotel @ 252-355-5000
- Group Name: "Dealer Summit", rate \$99.00 per night
- For additional hotel information visit:

http://www1.hilton.com/en_US/hi/hotel/PGVNCHE-Hilton-Greenville-North-Carolina/index.do



Greenville Plant Tour

"We have arranged for all Hyster attendees to tour the Greenville manufacturing facility on Monday afternoon, October 11," said Jonathan Dawley, Vice-President of Marketing. *"This will be the first opportunity for many of our dealers to see the new state-of-the-art, AGV-driven NexGen assembly line."*



Significant Topics

- The bright future for all Hyster dealerships
- The new profile of Hyster marketing
- Hyster 2011 and future goals in sales
- The Hyster strategy for financial marketing
- The news in lift truck "technology"
- A complete review of the redesigned Hyster product line
- The continued NMHG investment in manufacturing efficiency



Preliminary Agenda

Sunday 10/10/2010 *(Please arrive before 4:00 PM)*

4:00 PM Dealer Principal Business Update, and Branch / Sales Manager Meetings

6:00 PM Hyster "Celebration Dinner"

Monday 10/11/2010

8:00 AM Group and Break-out Meetings @ the Hilton and Convention Center

1:00 PM Group Tours of the Greenville Manufacturing Facility

6:00 PM Evening "Dealer Services Event" and Product Line Display @ Convention Center

Tuesday 10/12/2010

8:00 AM Group and Break-out Meetings @ the Hilton and Convention Center

2:00 PM Meeting Concluded