



HYSTER COMPANY

Americas Division

July 9, 2007

To: Dealer Principals, Operations Managers, Branch Managers, Sales Managers, and Marketing Contacts

Subject: New Hyster Direct Mail and Promotion Program

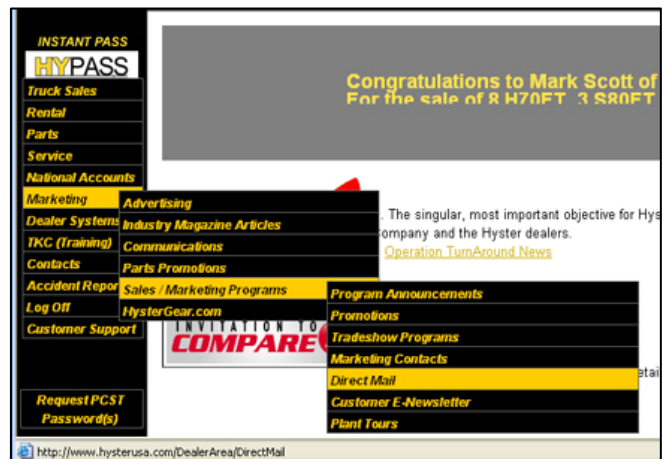
We are excited to announce the addition of the Hyster[®] Direct Mail and Promotion Program to the marketing tools available to Hyster Dealers. This new on-line program will allow you to order mailers, promotional flyers and posters to customize and use in your individual territories.

This new program is designed so that you can customize direct mail postcards and flyers to suit your own marketing programs. It also allows for personalization of mailers, which is proven to increase results substantially. We provide the templates and multiple text choices; you select the template, customize and mail. You have the flexibility to choose which truck you would like to promote and when to run the promotion. You also have the flexibility of creating the mailer and uploading the pdf to your own PC; or creating the mailer and ordering bulk quantities; or take it one step further to increase your results, and upload your database for personalization, prior to printing and mailing.

The initial offerings will include mailers for the Hyster Reach Trucks, mailers for the B60-80ZAC as well as a mailer and flier for the W40Z. We will be adding new mailers throughout the year.

Cost for these mailers, fliers and posters will depend on the quantities you order and your shipping/mailing requirements. You'll be able to see any charges prior to ordering. Your dealership will be invoiced directly from Foxfire Printing. As with all programs that have a cost to your dealership, access to this site will require Dealer Principal approval. Attached is a form that must be submitted to gain access to this site. To gain access to the site at this time, please complete the form and return to Kenny Card, Sales Promotion Specialist via e-mail: k.card@hyster.com. No charges are incurred until ordering the promotional pieces.

Once you have been set up, you will be able to access the new site through the Hyster Dealer Resource site. This will be located in the left navigation menus under: Marketing, then Sales/Marketing Programs, and then Direct Mail. (see graphic). Here you will find the link to this site as well as a Users' guide and the most current Top 25 SIC information. Access to this site will



not require an additional password for you to remember.

Very soon, we will be announcing web-based training sessions for this new program. This training will guide you through the menus on the site and how to order, how to up-load your mailing lists, as well as information on postage and the entire mailing process. This training will be conducted by Foxfire printing and is highly recommended to anyone who will be using this site.

If you have any questions regarding the program or signing up for the program, please free to contact me at (252)931-5663 or k.card@hyster.com

Sincerely,

HYSTER COMPANY

Kenny Card
Sales Promotion Specialist

