

Aftermarket Criteria Summary

Criterion	Points	Bonus Points
MatchPlay 2010 Objective	150	100
Total Parts Purchase Objective	125	100
Challenge to the Leader (CTTL)	125	0
Technician Ratio	125	0
Stock Order Percentage	100	0
Service Market Share	100	0
Service Productivity Ratio (Application Rate)	100	25
Effective Service Billing Rate	100	50
Aftermarket Coverage	75	0
Hyster Periodic Maintenance Contract Share	75	0
Competitive Periodic Maintenance Contract Share	75	0
Technician Growth	50	0
Total	1200	275

MatchPlay 2010 Purchase Objective 150 Points

Achieve	Points
100.0%	150
95.0% - 99.9%	100
90.0% - 94.9%	75
85.0% - 89.9%	50
0.0% - 84.9%	0

$$\text{MatchPlay 2010 Achievement} = \frac{\text{MatchPlay 2010 - 2004 Purchases}}{\text{MatchPlay 2010 - 2004 Objective}}$$

Bonus Points – 5 Bonus Points for each percentage points over 100% to a maximum of 100 Bonus Points

Total MatchPlay 2010 Purchases (\$): Dollar value at dealer net of all Unisource/SMH All-Makes Parts, Unisource Accessory, and Unisource GNB/Energys industrial battery and charger program purchases (shipments), less credits and returns during the 2004 calendar year.

MatchPlay 2010 Objective: Dollar amount specified in MatchPlay 2010 for 2004. MatchPlay 2010 purchase objective includes all Unisource Accessory, Unisource Unique parts and Hyster sponsored industrial battery and charger program purchases.

DOD Information Source: Hyster

Total Parts Purchase Objective

(You Make It Happen)

125 Points

% of Objective*	Points
100.0%+	125
95.0% - 99.9%	100
90.0% - 94.9%	75
85.0% - 89.9%	50
80.0% - 84.9%	25
0.0% - 79.9%	0

$$\% \text{ of Parts Objective} = \frac{\text{Total Dealer Parts Purchases}}{\text{Parts Objective}}$$

Bonus Points – 5 Bonus Points for each percentage points over 100% to a maximum of 100 Bonus Points

Total Parts Purchases (\$): Dollar value at dealer net of all Hyster, Unisource/SMH All-Makes Parts, Unisource Accessory, and Unisource GNB/Energys industrial battery and charger purchases program (shipments), less credits and returns during the 2004 calendar year.

Hyster Total Parts Objective: Total dollar amount specified by Hyster Co. for 2004.

*Note: An economic adjustment will be made to the total parts purchase objective if the total ITA Market has moved by more than 10% from the planned annual level. The detailed adjustment will be made by individual dealer using the actual ITA market size for their territory versus the planned level.

DOD Information Source: Hyster.

Challenge to the Leader

(Unisource Tier Objective)

125 Points

Tier Level	Points
Tier III	125
Tier II	100

Challenge to the Leader (CTTL) Objective: Challenge to the Leader goals are set by Hyster. Tier II is the base objective and Tier III is a 50% uplift from Tier II. Parts sales within this category include All Makes, Accessories and Reman.

DOD Information Source: Hyster

Technician Ratio

125 Points

Technician Ratio	Points
	75
43.0% - 44.9%	50
38.0% - 42.9%	25
00.0% - 37.9%	0

$$\text{Technician Ratio} = \frac{\text{Total \# of Technicians}}{\text{Total Number of Dealership Head Count}}$$

Number of Technicians: Service, rental and used equipment department technician head count as of December 31, 2003. To qualify as a technician, the individual's time must be billable at least 50% of the time to internal or external customers.

Total Dealership Employee Head Count: Total head count of full and part time employees (including leased or contract employees) as of December 31, 2003. Part time employees should be counted as ½ of an employee.

DOD Information Source: Dealer

Stock Order Percentage

100 Points

Stock, FAST, & Value Link	Points
75.0%+	100
70.0% - 74.9%	50
65.0% - 69.9%	25
0.0% - 64.9%	0

$$\text{Stock Order \%} = \frac{\text{Stock Order Dollars}}{\text{Total Part Order Dollars}}$$

Hyster and Unisource stock as reported by the OASIS system.

DOD Information Source: Hyster

Service Market Share

100 Points

Service Market Share	Points
15.0%+	100
10.0% - 14.9%	75
5.0% - 9.9%	50
2.0% - 4.9%	25
0.0% - 1.9%	0

$$\text{Service Market Share} = \frac{\text{Total Hours Billed}}{\text{Potential Industry Labor Hours}}$$

Total Hours Billed (\$): Number of hours billed to retail customers, internal customers and warranty during the 2004 calendar year. Internal hours billed should not include lost time hours billed internally for such items as van or shop maintenance, re-work, training, clean-up, etc.

Potential Industry Labor Hours: Number of projected labor hours based on 10 year total of industry retail shipments reported to ITA for 1994 through 2003 for truck classes I, II, III, IV and V. (Appendix A).

DOD Information Source: Total hours billed - Dealer, Potential labor hours - Hyster.

Service Productivity Rate

(Application Rate)

100 Points

Productivity Ratio	Points
85.0%+	100
80.0% - 84.9%	75
75.0% - 79.9%	50
0.0% - 74.9%	0

$$\text{Productivity Rate} = \frac{\# \text{ Hours Billed}}{\# \text{ Hours Paid}}$$

Bonus: 5 points for each full 1% increment above 85% up to 90%.

Hours Billed: Number of hours billed to retail and internal customers, and warranty during the 2004 calendar year. Internal hours billed should not include lost time hours if billed internally for such things as van or shop maintenance, rework, training, clean-up, etc.

Hours Paid: Number of hours paid to technicians during the 2004 calendar year.

DOD Information Source: Dealer.

Effective Service Billing Rate

(As a percent of the published billing rate)

100 Points

Percent of Published Rate	Points
90.0%+	100
80.0% - 89.9%	75
75.0% - 79.9%	50
0.0% - 74.9%	0

$$\text{Effective Service Billing Rate} = \frac{\text{Total Retail Customer Billings}}{\text{Total Retail Hours Billed}}$$

$$\% \text{ of Published Rate} = \frac{\text{Effective Billing Rate}}{\text{Published Billing Rate}}$$

Bonus: 5 points for each full 1% increment above 90% up to 100%

Effective Hourly Rate: Total retail customer billings during the 2004 calendar year, divided by total hours billed to retail customers during the 2004 calendar year.

Published Hourly Rate: Average monthly-published rate used for warranty reimbursement during the 2004 calendar year.

DOD Information Source: Effective hourly rate - Dealer, Published hourly rate - Hyster.

Aftermarket Coverage

75 Points

Aftermarket Coverage	Points
000.0 - 400.0	75
400.1 - 500.0	50
500.1 - 600.0	25
600.1 +	0

$$\text{Aftermarket Coverage} = \frac{\text{5 Yr. Average Industry Retail Shipments}}{\text{Number of Sales People}}$$

(Coverage Objective is 1:1 up to 1.5:1 Aftermarket to Equipment sales people)

Industry Retail Shipments: Average annual number of industry retail shipments reported to ITA during the five calendar years 2000-2004 for truck classes I, II, III, IV and V.

Number of Salespeople: Number of qualified full-time and part-time aftermarket salespeople at year-end 2004. (Appendix A).

DOD Information Source: Aftermarket salespeople - Dealer, Industry shipments - Hyster.

Hyster PM Contract Share

75 Points

PM Truck Share	Points
50.0%	75
35.0% - 49.9%	40
25.0% - 34.9%	15
0.0% - 24.9%	0

$$\text{PM Truck Share} = \frac{\text{\# Hyster Trucks on PM Contract}}{\text{Hyster Rider Truck Retail Shipment}}$$

Hyster PM Truck Contracts: Number of new Hyster truck installations sold with a periodic maintenance contract during the 2004 calendar year for truck classes I, II, IV and V. Full maintenance and long-term rental contracts also count as Hyster PM Truck contracts.

Rider Hyster (Customer) Retail Shipments: Number of Hyster retail shipments less any short-term rental retail shipments reported to ITA during the program calendar year for truck classes I, II, IV and V.

DOD Information Source: PM contracts - Dealer, Hyster customer retail shipments - Hyster.

Competitive PM Contract Share

75 Points

Contract Share	Points
5.0%+	75
3.0% - 4.9%	45
1.5% - 2.9%	15
0.0% - 1.4 %	0

$$\text{Comp. PM Share} = \frac{\text{\# Comp. Trks on PM Contract}}{\text{Competitive Population}}$$

Competitive PM Trucks: Total number of competitive trucks covered by an active periodic maintenance contract.

Competitive Population: 10 year total of industry retail shipments less 10 year total of Hyster retail shipments as reported to ITA from 1994 through 2003 for truck classes I, II, IV and V.

DOD Information Source: Competitive PM contracts - Dealer, Competitive retail shipments - Hyster.

Technician Growth

50 Points

Technician Ratio	Points
1.10+	50
1.05 - 1.099	25
1.02 - 1.049	10
< 1.019	0

$$\text{Technician Growth} = \frac{\text{\# Techs 12/31/04}}{\text{\# Techs 12/31/03}}$$

This is a comparison of the number of technicians as of December 31, 2003 and 2004. Technician is defined as in Technician Ratio above.

DOD Information Source: Dealer