

Program Overview

Introduction

Dealer of Distinction is both a blueprint for success and a dealer recognition program. It defines the basic business practices and performance standards necessary to develop and maintain a professional and successful Hyster dealership. Dealer of Distinction provides an objective process to identify Hyster's top performing dealers. Only the very best Hyster dealers earn Dealer of Distinction recognition.

Dealer of Distinction is a perpetual program with annual recognition on a calendar year basis. Success in any given year does not guarantee success in future years. Conversely, not achieving a specific recognition level in any given year does not preclude achieving a recognition level in future years. All dealers, whether they earn Dealer of Distinction recognition or not, will benefit from the Dealer of Distinction if they make a concerted effort to satisfy the criteria defined in this program. Any dealer, committed to excellence, can earn Dealer of Distinction recognition. Dealer of Distinction will evolve over time. Each year we will modify the program's criteria to reflect changing business conditions and practices, dealer feedback and higher performance standards.

All authorized Hyster dealers are expected to participate in the Dealer of Distinction program and are eligible to receive recognition.

Categories for Distinction

Dealer of Distinction does not attempt to address every business practice or performance standard within a dealership. Instead, it focuses on critical business areas that drive a dealership's long-term prosperity and growth. The criteria necessary to achieve performance excellence within each business area have been grouped into four categories. Their definitions appear on the following pages. Each definition includes the performance measurement and the number of points earned for achieving the stated measurement.

Criteria Category	Base Points	Bonus Points
General Management	1550	175
Truck Sales	1975	600
Short-term Rental	400	80
Aftermarket	1200	275
Total *	5125	1130
(* If all periods are submitted on time and maximum bonus points are earned.)		

Mid-Year Assessment

A mid-year assessment will be conducted to evaluate where dealers stand at the end of six months. The final submission determines which dealers earned recognition for 2004. All input is based on the calendar year 2004 performance. Dollar amounts and quantities should be submitted in whole numbers unless otherwise specified.

The information needed to measure a dealer's performance for each criterion comes from three sources; the dealer, Hyster's regional management team and Hyster's marketing information systems. At the end of each reporting period, dealers and Hyster's regional management team are to submit their input to Hyster's Dealer Development Department by the following deadlines:

Reporting Period	Due Date
Jan. - June 2004	July 31, 2004
Jan. - Dec. 2004	February 2, 2005

Dealers may request an additional preliminary evaluation by contacting Hyster's Director, Dealer Development.

Special Provisions

- Dealer evaluations will generally match the dealerships as we report them for ITA purposes. Exceptions will be made for dealerships that are purchased during a calendar year. These exceptions will be agreed to between the dealer and the Director of Dealer Development and may vary depending on whether the purchased dealer will continue to operate as a separate reporting entity or be consolidated into the buying dealer for reporting purposes.
- Reporting dealers are as follows:
 - o American Machinery
 - o Arnold Machinery – (2)
 - o Barloworld – (6)
 - o Bohl Equipment
 - o Deep South
 - o Equipco
 - o Great Lakes
 - o Harvey
 - o Hyster New England
 - o Hyster Sales Co. – (7)
 - o Johnson Lift
 - o Liftech
 - o McCall Handling
 - o MEE Material Handling
 - o MH Logistics – (5)
 - o Material Handling Equipment Co.
 - o Modern Handling – (2)
 - o Pride Equipment
 - o Quality Material Handling
 - o RDO Material Handling – (2)
 - o Stewart & Stevenson – (4)
 - o Sellers Tractor
 - o Shipping Utilities
 - o United Lift
 - o Van Keppel – (2)
 - o VBS
 - o Wajax – (4)

- Hyster recognizes that some dealers may have a specific national account that accounts for 25% or more of the trucks purchased in their territory. Hyster reserves the right to adjust that dealer's market share to reflect this account.
- Hyster Company reserves the right to amend or cancel this program as circumstances warrant and has final authority with respect to the interpretation of program rules or any other matter pertaining to the program.

Recognition

Recognition Level			
Minimum Requirements – All Must Be Met			
	Parts Objective	Total Retail Booking Market Share*	Required Points
Dealer of Distinction	100.0%	19.0%	3,900
	98.0%	18.0%	4,400
Dealer of Honor	95.0%	14.0%	3,100
Dealer of Merit	92.0%	12.0%	2,300

* See Appendix A for Special Qualification rules

Dealer of Distinction Awards

- ✓ Dealer of Distinction Bronze Eagle
- ✓ Letter from Hyster for use by dealer with customers
- ✓ Award ceremony at a premier first class destination for the Dealer Principal and Spouse or guest.
- ✓ Management Staff Gift
- ✓ Advertised recognition in major industry publications
- ✓ Promotional items
- ✓ Logos for service vans and building windows
- ✓ Stickers for quotes and correspondence
- ✓ Arm patches for parts and service personnel
- ✓ Membership on the Dealer of Distinction Blue Ribbon Committee to design the 2006 Dealer of Distinction program.
- ✓ Dealers achieving Dealer of Distinction five times in a seven consecutive year period will receive the distinctive Dealer of Distinction ring

Dealer of Honor Awards

- ✓ Dealer of Honor Plaque
- ✓ Dealer Principal and Management staff will be honored at a local banquet hosted by Hyster to recognize the dealership

Dealer of Merit

- ✓ Dealer of Merit Plaque