

Truck Sales Criteria Summary

Criterion	Points	Bonus Points
Counterbalanced Truck Market Share - Retail Bookings	250	100
Counterbalanced Truck Market Share - Retail Shipments	250	100
Warehouse Truck Market Share – Retail Bookings	250	100
Warehouse Truck Market Share – Retail Shipments	250	100
Total Truck Market Share - Retail Bookings	250	100
Total Truck Market Share - Retail Shipments	250	100
Fleet	200	0
Financial Merchandising	125	0
New Truck Coverage	100	0
Competitor Market Share Analysis	50	0
Total	1975	600

Counterbalanced Truck Market Share Retail Bookings 250 Points

Counterbalanced Truck Market Share	Points
≥ 19.0%	250
15.5% - 18.9%	200
14.0% - 15.4%	100
< 14.0%	0

Market Share Bonus Points	
Share	Points
19.1 – 30.0%	25
30.1 – 50.0%	50
50.1 – 75.0%	75
75.1 – 100%	100

Bonus Points are not cumulative. You receive only the points that match up to the range your market share is in.

**Market Share =
(I, IV, & V)**

Hyster Retail Bookings (I, IV, & V)

Industry Retail Bookings (I, IV, & V)

Hyster Counterbalanced Retail Bookings: Number of Hyster retail bookings reported to ITA during the 2004 calendar year for truck classes I, IV and V.

Industry Counterbalanced Retail Bookings: Number of industry retail bookings reported to ITA during the 2004 calendar year for truck classes I, IV and V.

DOD Information Source: Hyster.

Counterbalanced Truck Market Share

Retail Shipments 250 Points

Counterbalanced Truck Market Share	Points
19.0%+	250
15.5% - 18.9%	200
14.0% - 15.4%	100
< 14.0%	0

Market Share Bonus Points	
Share	Points
19.1 – 30.0%	25
30.1 – 50.0%	50
50.1 – 75.0%	75
75.1 – 100%	100

For Bonus Points you receive only the points that match up to the range your market share is in.

$$\text{Market Share} = \frac{\text{Hyster Retail Shipments (I, IV, \& V)}}{\text{Industry Retail Shipments (I, IV, \& V)}}$$

Counterbalanced Hyster Retail Shipments: Number of Hyster retail shipments reported to ITA during the 2004 calendar year for truck classes I, IV and V.

Industry Counterbalanced Retail Shipments: Number of industry retail shipments reported to ITA during the 2004 calendar year for truck classes I, IV and V.

DOD Information Source: Hyster.

Warehouse Truck Market Share

Retail Bookings

250 Points

Warehouse Truck Market Share	Points
9.0%	250
7.0 – 8.9%	200
6.0 – 6.9%	100
< 6.0%	0

Market Share Bonus Points	
Share	Points
9.1 – 15%	25
15.1 – 30%	50
30.1 – 60%	75
60.1 – 100.0%	100

For Bonus Points you receive only the points that match up to the range your market share is in.

$$\text{Market Share} = \frac{\text{Hyster Retail Bookings (II \& III)}}{\text{Industry Retail Bookings (II \& III)}}$$

Hyster Warehouse Truck Retail Bookings: Number of Hyster retail bookings reported to ITA during the 2004 calendar year for truck classes II and III.

Industry Warehouse Truck Retail Bookings: Number of industry retail bookings reported to ITA during the 2004 calendar year for truck classes II and III.

DOD Information Source: Hyster.

Warehouse Truck Market Share

Retail Shipments 250 Points

Warehouse Truck Market Share	Points
9.0%	250
7.0 – 8.9%	200
6.0 – 6.9%	100
< 6.0%	0

Market Share Bonus Points	
Share	Points
9.1 – 15%	25
15.1 – 30%	50
30.1 – 60%	75
60.1 – 100.0%	100

For Bonus Points you receive only the points that match up to the range your market share is in.

**Market Share =
(II & III)**

Hyster Retail Shipments (II & III)

Industry Retail Shipments (II & III)

Hyster Warehouse Truck Retail Shipments: Number of Hyster retail bookings reported to ITA during the 2004 calendar year for truck classes II and III.

Industry Warehouse Truck Retail Shipments: Number of industry retail bookings reported to ITA during the 2004 calendar year for truck classes II and III.

DOD Information Source: Hyster.

Total Truck Market Share

Retail Bookings

250 Points

Total Market Share	Points
18.0%+	250
16.0% - 17.9%	200
14.0% - 15.9%	100
< 14.0%	0

Market Share Bonus Points	
Share	Points
18.1 – 30.0%	25
30.1 – 50.0%	50
50.1 – 75.0%	75
75.1 – 100.0%	100

For Bonus Points you receive only the points that match up to the range your market share is in.

$$\text{Market Share} = \frac{\text{Total Hyster Retail Bookings (All Classes)}}{\text{Industry Retail Bookings (All Classes)}}$$

Total Hyster Retail Bookings: Number of Hyster retail bookings reported to ITA during the 2004 calendar year for truck classes I, II, III, IV and V.

Total Industry Retail Bookings: Number of industry retail bookings reported to ITA during the 2004 calendar year for truck classes I, II, III, IV and V.

DOD Information Source: Hyster.

Total Truck Market Share

Retail Shipments 250 Points

Total Market Share	Points
18.0%+	250
16.0% - 17.9%	200
14.0% - 15.9%	100
< 14.0%	0

Market Share Bonus Points	
Share	Points
18.1 – 30.0%	25
30.1 – 50.0%	50
50.1 – 75.0%	75
75.1 – 100.0%	100

For Bonus Points you receive only the points that match up to the range your market share is in.

$$\text{Market Share} = \frac{\text{Total Hyster Retail Shipments (All Classes)}}{\text{Total Industry Retail Shipments (All Classes)}}$$

Total Hyster Retail Shipments: Number of Hyster retail shipments reported to ITA during the 2004 calendar year for truck classes I, II, III, IV and V.

Total Industry Retail Shipments: Number of industry retail shipments reported to ITA during the 2004 calendar year for truck classes I, II, III, IV and V.

DOD Information Source: Hyster.

Fleet

200 Points

Fleet Program	Points
Fleet Program Seminar	100
Fleet Reporting	50
Fleet Management Implementation	50

Fleet Program Seminar: Dealership individually or in conjunction with another dealer(s) or Hyster, hosted a Hyster Fleet Customer Seminar during 2004. All seminars must be coordinated with the Hyster Fleet Department in advance, even if Hyster will not be presenting.

Fleet Reporting: Dealership provides timely reporting of all requested details of service work performed, listing information by truck for all units, under HYSTER FLEET contract as requested.

Fleet Management Implementation: Dealership has completed the following and has provided appropriate documentation to the Hyster Fleet Department:

- ✓ Developed a list of target fleet accounts for 2004 and provided to Hyster Fleet by March 31, 2004.
- ✓ Assigned sales persons to the identified target fleet accounts and provide this list to Hyster Fleet by March 31, 2004
- ✓ Completed a fleet proposal to at least 25% of the targeted accounts, with copy of Fleet proposal sent to Hyster Fleet by December 31, 2004.
- ✓ Assigned a person(s) to be the contact for Fleet Sales and Fleet Operations, for your dealership, notified Hyster Fleet by March 31, 2004, and noted such persons in D3.

DOD Information Source: Dealer and Hyster Fleet Dept

Financial Merchandising

125 Points

Hyster Capital Market Share	Points
80.0% +	125
65.1% - 79.9%	85
50.1% - 65.0%	50
0.0% - 49.9%	0

Hyster Capital Market Share Percentage is the percentage reported by Hyster Capital.

DOD Information Source: Hyster

New Truck Coverage

100 Points

Truck Coverage	Points
1.0 - 275.0	100
275.1 - 299.9	50
300.0 - 325.0	25
325.1 +	0

$$\text{Coverage} = \frac{\text{Total Industry Retail Shipments}}{\text{Number of Sales People}}$$

Total Industry Retail Shipments: Number of industry retail shipments reported to ITA as of December 31, 2004 for truck classes I, II, III, IV and V. An adjustment will be made for dealers acquiring new territories. See Special Provisions section in Program Overview for details.

Number of Salespeople: Number of Hyster qualified full-time and part-time new truck salespeople at year-end 2004. Refer to Appendix A for sales person count definition.

DOD Information Source: Hyster

Competitor Market Share Analysis

50 Points

Dealer generates and provides to Hyster, as part of the 2004 Dealer Marketing Plan, 2003 market shares by competitor by the five truck classes. Hyster V.P. Sales Counterbalanced and Warehouse Products will review for reasonableness.

DOD Information Source: Dealer, Hyster