



HYSTER COMPANY

Americas Division

To: Hyster Dealer Principals
From: Bob Sattler, VP Dealer Development
Re: Dealer of Distinction
Date: December 10, 2008

As mentioned during the dealer planning sessions last month, the trip reward element of the 2008 Dealer of Distinction Program has been eliminated so as to suppress any activities that may be regarded as indulgent during the current economy. Hyster Company, however, is not walking away from its financial obligation and will compensate dealers that successfully meet the recognition criteria with a \$5,000 award payment.. That is equivalent to the amount budgeted for the trip. Dealers will be able to use the \$5,000 as they deem appropriate in managing their operations during this challenging economic environment.

While we are disappointed in losing the opportunity to spend quality time with a number of our high performing dealerships, we are confident that eliminating the trip element is the appropriate course of action. The recognition trophy award will, of course, continue.

We regard the Dealer of Distinction program as very worthwhile, and will continue to work with you in pursuing the improvements that can result.

Please contact me with questions or concerns.

