



Hyster Deal Closer Program

An Important Program Announcement from Hyster Company – Greenville, North Carolina

EXTENDED THROUGH 03/31/10

Date: January 4, 2010
To: Hyster Dealer Principals, Branch Managers, Sales Managers, Salespeople and Sales Administrators
cc: President's Staff, Regional Sales Managers, National Account Sales Managers, Hyster Capital Managers and Marketing Staff
From: Brett Schemerhorn, VP Dealer Sales

Hyster Company is pleased to **EXTEND** the **Deal Closer Program**.

As a reminder, this program may be applied to all new factory orders for:

- End Customers
- STR Fleet
- Stock.

In addition, this program may be applied to **your current stock inventory** if **converted to a retail customer prior to the end date of the program**.

This program will continue to provide a bridge between the current Hyster pricing structure and the implementation of the "Ladder Pricing" structure. The program is effective for all new factory orders (end customer, stock, or rental) placed through **03/31/10**, and all stock conversions to retail during the same program period. The program is designed to provide for more price competitiveness, in addition to providing opportunities for enriched dealer profits and sales person commissions.

The Program discount which applies to the **base-capacity option only** is as follows:

Class	Program Discount	Program Code
I	26%	D09
II	26%	D09
III	26%	D09
IV	24%	D09
V (Up to 36,000 lbs.)	24%	D09
V - Jumbo's (Over 36,000 lbs.)	Contact Big Truck Dept.	



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Program Details

- Program period is announcement date through end of business **03/31/10**.
- Discounts apply to the base-capacity option list price only. Options remain at 20% discount off of list.
- **Fortis 20 units are excluded from program.**
- Dealer profit is unlimited and not subject to audit.
- Equivalent discounts may be applied to current dealer stock-on-hand and stock-on-order (based on invoiced date) for these series if the unit is retail booked by March 31, 2010. Contact Susie Moore (susie.moore@nmhg.com) for assistance.
- No additional paperwork is required. To receive the program discounts, all units ordered under the program must be ordered with program code D09.
- Special Pricing may apply in addition to the program discount. To apply for additional discount, follow normal Special Pricing Request (SPR) guidelines. Units receiving additional discount above the program discount, with an SPR, are subject to the Hyster Special Pricing audit process.
- Discounts may be used for units installed into a Dealership STR Fleet.
 - STR Fleet units must be installed within 90 days of shipment from the factory.
 - STR Fleet units must stay in the Dealer Rental Fleet for a minimum of one year.
- Discounts may be applied to long-term rentals of one year or longer.
- The Valulease program may be used in conjunction with this program.
- Specification changes on these units will be accepted according to the standard Hyster Sales Policy regarding order supplements.
- Units qualify for the 1% / 10-day cash discount.
- Customer sales of these units must be in the ordering Dealer's territory (i.e. PO must originate in authorized territory.)
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.



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Special Pricing Requests

Special Pricing remains as announced on November 2, 2008. As communicated, **Special Pricing is available on one or more units on all Class I, II, IV, and V** transactions, and requests for three or more units for Class III transactions (excluding W40Z where the threshold is five units).

- All discount requests must be submitted electronically (via eHERO).
- Requests must include the following information as part of the SC review process:
 - Models – Quantity – and discount level requested.
 - Full Customer Company Name, City, and State of unit installation.
 - Competition (brands) active in the bid/transaction and any respective street pricing intelligence including competitive quotes.
 - Reason for requested discount level: previous purchase price, intelligence regarding competitive activity.
 - Powertrain configuration (Fortis only).

Incomplete requests will be referred back to the Dealership.

As always, Hyster Company appreciates the input, support, and dedication of its distribution network in working with us to move forward with a successful launch of Application Packages, Economic Bundles, and the new “Ladder Pricing” structure. Together, working to this end, we will continue to pool our strengths and resources to achieve enhanced margin and increased Retail Market Share.

Best Regards,

Brett Schemerhorn
Vice President, Hyster Dealer Sales



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