



# HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

April 1, 2010

To: Hyster Dealer Principals, Branch Managers, Sales Managers, Salespeople and Sales Administrators

Subject: Hyster "Deal Closer Program" EXTENDED until New Product Announcement

The current "Deal Closer Program" will be extended until the introduction of our new commercial grade 5,000 lb cushion and pneumatic trucks, expected in April. Any changes made at the time of introduction will have a 30 day window for all customer business.

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 (close of business the day the new ICE product is launched).

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<br>(Up to 36,000 lbs.)          | 24%                     | D09          |
| V - Jumbo's<br>(Over 36,000 lbs.) | Contact Big Truck Dept. |              |



## **Program Details**

- Program order period is through close of business on day of new ICE product launch.
- 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 new ICE launch date. 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.

## **Special Pricing Requests**

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. Together, working to this end, we will continue to pool our strengths and resources to achieve enhanced margin and increased Retail Market Share.

Sincerely,  
HYSTER COMPANY  
Brett Schemerhorn  
VP, Dealer Sales

