



Hyster Deal Closer Program

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

Date: December 4, 2008

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

cc: Hyster President's Staff, Regional Sales Manager, National Account Sales Managers, and Marketing Staff

From: Kelly Smith, Director-Marketing

Hyster Company is pleased to announce a new Incentive Program: [Deal Closer](#). This new program will provide a bridge between the current Hyster pricing structure and the implementation of the "Ladder Pricing" structure which will be released in early 2009. The program is effective for all new factory orders (end customer, stock, or rental) placed from 12/4/08 through 2/28/09, 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.	

Program Details

- Program period is 12/4/08 through end of business 2/28/09.
- 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 February 28, 2009. Contact Hyster Pricing 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**.



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

Page 2

Program Details (Continued)

- 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.
- Units ordered under this program may qualify for the Valulease program. To apply please contact Michael Williams at michael.williams@hyster.com.
- 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 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).
 - Financing (FC) requirements.

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.

**See page 3 for an
update on the ladder**



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Hyster Deal Closer Program

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

Page 3

Progress on the “Ladder Pricing” Structure

We will continue to communicate and work with the Hyster Dealer Network as necessary regarding the new Hyster “Ladder Pricing” structure. In the meantime, we wanted to give you a status report as follows:

- Our timeframe for the implementation of the new “Ladder Pricing” structure into our order-entry systems remains March 2009. Prior to release, a select group of Dealer Pricing Team Members will participate in a testing process.
- Hyster will begin to conduct and release training packages on the new “Ladder Pricing” structure starting in mid January 2009.
 - Our training plans include both administrative “how to use” presentations and motivational and management tools to help dealerships improve sales margins on new Hyster equipment.
- When implemented, the “Ladder Pricing” system will empower the Hyster Dealer sales manager / sales person to instantly select the appropriate discount level to be competitive on one (1) to nine (9) truck deals while also calculating and evaluating the level of allowable Dealer margin.
- The amount of the retained Dealer margin will increase as less discount percentages are selected, and/or richer specifications (more options) are added to the proposed quote/order.

We also continue to work on implementing Application Packages and Economic Bundles which will further improve the quoting process.

- A joint Hyster/Dealer team has developed new Application Packages and Economic Bundles to assist sales people with the sales of revenue producing options.
- The initial packages and bundles will be released on the new E45-70XN product in January 2009.
- Additional packages and bundles for Class IV and V units are planned for release in April 2009.
- Additional packages and bundles for other Hyster series will follow throughout 2009.



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