The Safe Choice

HYSTER COMPANY

Americas Division

January 25, 2009

To: Hyster® Dealer Principals
Subject: 2008 Dealer of Distinction Program

I would like to thank the Hyster Dealers for their efforts during what was a very challenging year for not just the material handling industry, but for the vast majority of industry segments which drive the global economy. We faced many new challenges in 2008, and are now confronted with a global recession that brings with it great uncertainty for 2009.

Despite the economic conditions, a number of Hyster dealers performed at a very high level. Below is the link to the online assessment form for the Dealer of Distinction (DOD) Program for 2008. The criteria for 2008 changed to eliminate much of the subjectivity inherent in the prior year's program. DOD is not only Hyster's dealer recognition program, but sets the bar for performance excellence. We are extremely proud of the dealers who have attained this designation in years past and look forward to welcoming the class of 2008.

Please complete the web form by February 20, 2009 so we may tabulate the results for 2008: http://www.hysterusa.com/DealerArea/DealerOfDistinction/dodform.asp

As mentioned during the dealer planning sessions, 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, will compensate dealers that successfully meet the recognition criteria with a $5,000 award payment. While 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. In November of 2008, we announced the new 2009 Dealer of Distinction program that mirrors the 2008 program, which is more focused on fewer criteria and has associated rewards for superior performance in each criterion.

Best wishes for a prosperous 2009.

Regards,

HYSTER COMPANY

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