



HYSTER COMPANY

Americas Division

January 29, 2008

To: Hyster® Dealer Principals
Subject: 2007 Dealer of Distinction Program

I would like to congratulate all of our dealers for ending the year 2007 much stronger than where we started. We faced many new challenges and opportunities during 2007. We also came together for our Dealer Planning sessions and committed as a team to achieving 15% Market Share by 2010.

Below is the link to the online assessment form for the Dealer of Distinction Program for 2007. The criteria for 2007 have not changed from 2006, so please refer to the 2006 Program for any guidance. Dealer of Distinction 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 2007.

Please complete the web form by February 22, 2008 so we may tabulate the results for 2007: <http://www.hysterusa.com/DealerArea/DealerOfDistinction/dodform.asp>

We look forward to having several of you join members of the Hyster team April 1 – 9, down under in Australia to celebrate your 2007 achievements.

We will be announcing shortly the new 2008 Dealer of Distinction program that is more focused on fewer criteria and has associated rewards for superior performance in each criterion.

Best wishes for a prosperous 2008.

Regards,

HYSTER COMPANY

Robert J. Sattler
Vice-President Hyster Capital and Dealer Development

