

The Driving Force



News You Can Use from Hyster Company.

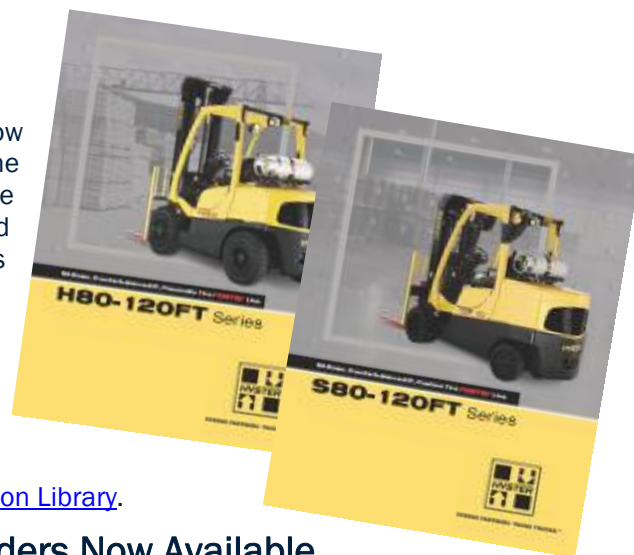
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January 24, 2007

H80-120FT Literature Now Available

Printed Sales literature for the Fortis® H80-120FT series, is now available to order through the Hyster Literature Fulfillment center on the Digital Dealer website. Printed literature for the S80-120FT will be available by the end of January. To order these or other printed literature contact your dealership's marketing coordinator or sales manager. These are a combination brochure and tech guide and highlight the top features and benefits along with detailed technical specifications for this series. As with all other printed sales literature going forward, these are also available in an electronic format on the Hyster Product information Library in easily downloadable and printable pdf files.

To download the electronic version click here [>Hyster Product Information Library](#).



Hyster Dealer Network Brochure and Proposal Folders Now Available

Do you ever need a proposal folder for a printed proposal? If so, new Hyster Proposal Folders are now available. These new folders are updated with the current Hyster logo and our new web address (www.hysteramericas.com) on the front. Also newly available is the Hyster Dealer Network brochure which showcases the value of 'after-the-sale' support provided by the Hyster Dealer Network. This is a great piece to include with every proposal as it covers the UNISOURCE Parts Program, SPED, Fleet Management, Hyster Capital, National Accounts, and Operator and Service Training. Both of these new offerings are available on the Hyster Literature Fulfillment Center on the Digital Dealer website.

Direct Mail Program Update

At the Three Dimensions product launches, we announced plans for a new Online Custom Direct Mail Program. We have been working enthusiastically to bring you this new program. As there is a great deal of web programming involved, it is taking longer than originally anticipated. We're finalizing the design of these new pieces now. We're very excited about your dealership having the ability to customize the mailers and send them out anytime you like. We know many of you are excited and eager to get this program started and apologize for the delay. We want to ensure that you will have the best and highest quality program possible. When the program is completed, an official announcement letter will be sent.



Customer E-Newsletter Update

Look for the official announcement for this highly anticipated program in the next week. The first issue will be the Jan/Feb 2007 issue. Get your subscription lists ready for us and be ready to submit your request to participate in this exciting e-mail marketing campaign. Subscription lists must be in MS Excel format and include an email address for every subscription. Subscription lists cannot include purchased or harvested email lists. Everyone on your list must be a current or recent customer or have agreed to receive promotional information from your dealership. Complete rules and regulations will be included in the upcoming official announcement.