

The Driving Force



News You Can Use from Hyster Company.

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IMPORTANT ANNOUNCEMENT Regarding Hyster Streaming E-Mail Links

Many of you are using the FORTIS® streaming email in the signature area of your out going emails. If you are using this link or any other link to the old web address: (<http://go.hysterusa.com>) in your email signature or your dealership's website, you now need to change the URL.

The link to the FORTIS streaming e-mail should be changed to the following:

<http://www.hysteramericas.com/fortis/flash/>

The FORTIS streaming email flash presentation was moved to this location with the launch of the new website in December. The streaming email is still available but will require this change to the link you are currently using. The old link we have found, could be directing users to an outside supplier.

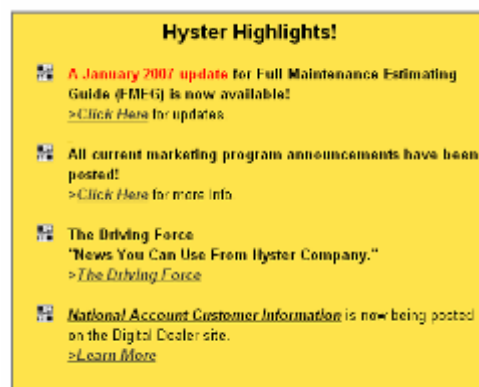
New Reach Series Streaming E-Mail

The Reach Series Streaming E-mail is now available. We are excited about this capability, as this will help in your day-to-day marketing efforts for the new highly-competitive Class II equipment. The link for the Reach Truck streaming email is:

<http://www.hysteramericas.com/reach/index.html>

Hyster Highlights on the Dealer Site

Check out what is new on the Digital Dealer site. There have been many changes to the Hyster Digital Dealer site over the last few months and there will be many more coming in the near future as we work to provide you with the information you need as a Hyster dealer. To bring attention to current updates as they occur, we have added the Hyster Highlights box to the Digital Dealer home page. In this area you will find links to some of the most up-to-date information on the site. Make it a habit to check the Hyster Highlights box first when you sign on the Digital Dealer to keep up with what's new on the site.



Is your Dealership Participating in an Upcoming Trade Show?

If so, you may want to take advantage of our Trade Show Program. Trade shows can be great way to reach many prospective customers in a single location in short amount of time. The Trade Show Program is designed to offer you the tools you need to make your dealership's participation in local trade shows productive.

There are two options available to your dealership. Hyster Company offers you the opportunity to use quality displays for your trade shows or we will reimburse your dealership up to a predetermined amount (calculated on market share for individual dealerships) for qualified shows. For either option you are required to complete an on-line web form request located on the Hyster Digital Dealer website. Use the link below for more information on this program or to complete the on-line request form.

http://www.hysterusa.com/DealerArea/MarketingNews/trade_show.asp



Success Stories from the Field

This part of Driving Force will focus on success stories from the field that may give you ideas on how you could convert an account and create your own success story. If you have a success story you may submit it via e-mail to k.card@hyster.com

Stew Leonard's Grocery – 12 Units

John Lee of Hyster New England converted a Raymond location by working with operators to learn of Raymond shortcomings. He countered mixed fleet concerns by providing the new Hyster Reach Truck to meet the Raymond stance while establishing commonality in the future from Hyster parts, service and operator training.

Hannaford Brothers, a division of Food Lion Grocery – 20 Units

Bill Morrison, of Hyster New England, and Mark Hoch of Hyster National Accounts worked as a team to introduce this large grocery chain to Hyster Reach Trucks. Using teamwork, paired with a compelling case for productivity and ergonomics, the team won a sale of 20 units. And, the laser pallet leveler proved to be a "unique selling proposition" for Hyster in this application. This is just another example of how Hyster team work and listening to the customer pays off big. Don't forget the available options that can make the Hyster truck the right truck for your customer's application.