

The Driving Force



News You Can Use from Hyster Company.

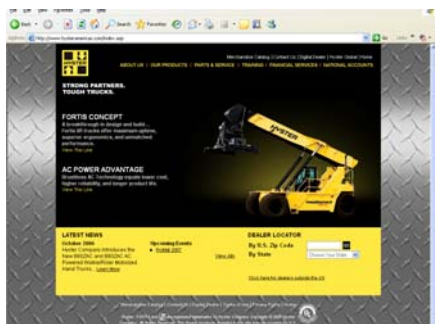
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December 21, 2006

The Three Dimensions Product Launch – Focus on What’s New from Hyster

Covering all three Hyster sales regions, The Three Dimensions product launch traveled across North America in three weeks sharing what is new and what is in the future for Hyster Company to dealer sales representatives, sales managers and Dealer Principals. The response was outstanding from over 600 people in attendance. Not even the rain and wind that seemed to follow the launch from Portland to Houston and finally to Atlanta dampened the spirit of Hyster dealers who came to see what is new from Hyster.

The Three Dimensions launch was successful on many levels. Highlighting the continuation of the Fortis story with the S/H80-120FT; and unveiling the new Hyster warehouse equipment, which included the innovative Hyster Reach series that will drastically change our position in that marketplace. The third day of the event focused on a 2007 planning session which generated a lot of excitement and positive energy. The dealers came away from this meeting with the tools and knowledge they will need to be successful in the warehousing industry and continue their success in what has been our “core” business – Classes IV and V. Many of the tools that were provided at the product launches are now available electronically on the Hyster Digital Dealer site. Use the link below to access these easily downloadable and printable pdf files. <http://hysterusa.com/DealerArea/Welcome/TheThreeDimensions.asp>



New Hyster Public Website Launch

We are excited to announce the launch of Hyster Company's new public website - www.hysteramericas.com. The new site offers a strong new look, better navigation and more product information than ever before on the Hyster public site. Beginning Wednesday, December 27th, the www.hysterusa.com URL will redirect users to the new site. Don't forget to change your shortcuts. And watch for more additions and changes to the Digital Dealer site as we begin the second phase of updates in 2007!

New Literature Now Available

Printed Sales literature for the new reach series, the B60ZAC and the B80ZAC is now available to order through the Hyster Literature Fulfillment center on the Digital Dealer website. These new pieces are a combination brochure and tech guide and highlight the top features and benefits along with detailed technical specifications.

As with all other printed sales literature going forward, these are also available in an electronic format on the Hyster Product information Gallery in easily downloadable and printable pdf files.

Use the link below to access the Product Information Library on the Digital Dealer site.

<http://hysterusa.com/DealerArea/InformationLibrary/>

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