
ELECTRONIC CORRESPONDENCE: Mon 2/16/2004 5:21 PM

TO: Dealer Principals, Presidents, Sales Managers

RE: 2004 Program Announcement

Attached are the program announcements for:

- Hit The Jackpot
- 75 And Counting

These 2 new programs were introduced at the Hyster Dealer Meeting in Las Vegas.

Hit The Jackpot includes a Full Year Retail Booking Target (excluding National Accounts) for each dealer reporting location. These targets were sent earlier today to most of the attendees of the meeting. If you have not received your target via e-mail, please contact me and I can provide it.

As communicated in Las Vegas, we are in the process of meeting with each dealer (some via phone) to discuss all aspects of the program and insure that there are no unresolved questions. This will be completed by the end of February, but do not hesitate to call in the meantime.

Hit The Jackpot provides incentives to dealers for reaching certain booking targets. By excluding National Accounts and expressing the target in units rather than share, the control is now fully in your hands. We look forward to paying out under this program. It is truly a win-win program.

Additionally, Sales Managers will have the opportunity to compete for 5 Rolex Watches, awarded for top sales performance in 5 flights.

75 And Counting will recognize our top sales performers with year-end recognition awards and the chance to receive an incentive trip. Through frequent reporting, the competitive spirit will stay strong.

Over the next week, you will receive some additional fine points of the program, but the key messages are communicated in these attachments.

We believe these programs will be found to be effective tools to grow your business.

Here's to even greater success in 2004!!

Regards,
Pete

