



ELECTRONIC CORRESPONDENCE: Thursday, February 19, 2004 3:07 PM

TO: Dealer Principals, Presidents

RE: 2004 Program Announcement

Attached is the Lucky 7's Program. This program was reviewed at the Dealer Meeting in Las Vegas and is the final of the 3 Sales Programs presented. The 3 programs are:

- Hit The Jackpot
- 75 And Counting
- **Lucky 7's**

Included in this e-mail are announcements that spell out the overall program (including incentives to dealers and Sales Managers) and an announcement directed only to Salespeople (leaving the dealer/ Sales Manager incentives out).

Since the meeting, we have reviewed options for paying salespeople, and have concluded that the only viable option is direct payments (sent to home addresses). We are aware that some dealers may choose not to use this program, based on objections to direct pay. As a result, we are requesting each dealer to determine whether they will 1) use the program as designed or 2) opt out of the entire Lucky 7's program. We will need this decision by the end of February.

Highlights of the program are incentives to salespeople to find new accounts for a select # of series. These series represent a 35,000 unit opportunity to Hyster. Also, incentives are provided for finding new accounts (larger than 5 units) of any series. Sales Managers and Dealers receive an additional 10% of the amount paid to their entire salesforce (assuming 90% of Hit The Jackpot targets are achieved).

There will be further details forthcoming, but the attachments provide the key information.

Also, note that the distribution of this e-mail has been limited to select people in your dealership. Once you have determined your participation, it can be forwarded to others.

We hope to enroll you in this exciting new program, and look forward to hearing from you soon.

Regards,
Pete

