



## HYSTER COMPANY

*Americas Division*

June 1st, 2009

TO: Dealer Principals, Branch Managers, Operations Managers, Unit Sales Managers, Rental Managers, Fleet Managers, and Service Managers

SUBJECT: FleetSmart Rental Rate Guide

Large companies are leveraging today's economic climate to drive fleet service providers to be more aggressive in discounting fleet-related services, notably short term rentals. It has been several years since our Fleet Rental Rate Guide has been updated and as such is not aligned with current trends and demands. To that end, and to help ensure we are competitive in today's marketplace, it is in our best interest to update our Fleet Rental Rate Guide for new customer prospects.

The revised fleet rental rate discounts were arrived at with the assistance, input, and council of our dealer-based Fleet Improvement Team. It is our intention to use the discount matrix below as our guide when quoting prospective fleet customers on short term rental rates. We are requesting our dealer network accept these discount levels for new Hyster Fleet accounts only, effective June 1<sup>st</sup>, 2009.

| Rental Period                  | Month | Week | Day |
|--------------------------------|-------|------|-----|
| Discount Off of Published Rate | 25%   | 20%  | 15% |

It is also our intent to re-visit the rental rate guide annually to help ensure we remain competitive in the marketplace. Any exceptions to the above discounts should be brought to the attention of Hyster Fleet for further discussion and understanding.

In closing, thank you for your continued support as we collectively grow our Fleet account base. As always, should you have any fleet-related questions do not hesitate to contact anyone on the Hyster Fleet Management team

Best Regards,

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# FleetSmart

