



PRODUCT INFORMATION BULLETIN



D/C # 18

Series Impact: F187

November 1, 2004

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES

FROM: KELLY SMITH – DIRECTOR, HYSTER MARKETING

SUBJ: Fortis™ S40-70FT New Truck Price Sheets

The Hyster Fortis™ S40-70FT series standard list price sheets have been posted on the Hyster Digital Dealer Resource web site at www.hysterusa.com. Once you have entered your password navigate through the following path: Truck Sales, Truck Pricing, Standard Price List Pages and select Class IV Spacesaver ICE Cushion Tire from the pull down menu. You will then be given a choice to view the sheets from their current location or download the PDF file to your computer hard drive. This pre-launch information is being provided to the dealer network to assist sales people with on-going quotation activity.

Retail / Stock / Rental Orders

Hyster Company is not accepting orders at this time. It is our intent to begin booking dealer retail orders shortly. We will delay accepting dealer stock orders and rental orders to ascertain that customer orders are given priority. All new orders will be fulfilled with the new Fortis™ S40-70FT models, with first shipments anticipated in February 2005.

Net Pricing Discount

The S40-70FT series list prices are based on a Dealer Net Pricing formula discount of 44%. Like the AC Powered Electric Riders, Net Pricing will be applied on all orders of 5 units or less.

Special Pricing

Hyster is not accepting Special Pricing requests at this time. We expect to have the necessary Hyster Capital programming completed shortly. After internal training is completed, Hyster will begin to accept S40-70FT special pricing requests.

Hyster dealers will continue to be able to request Hyster Special Pricing on S40-65XM series stock trucks “on-hand” or “on order” through normal channels, subject to special pricing guidelines in effect at the time of the request. Stock trucks on order as of November 1 will receive a 3% list price increase as announced on October 1.

GM 2.4L Engine and DuraMatch™ Plus and Plus 2 Transmission Availability

The GM engine will not be available for the first 2 months of production. Orders will be taken, but not slotted for February or March 2005 shipment. DuraMatch™ transmissions will not be available until August 2005 shipments. Hyster Company will announce when orders for these transmissions will be accepted.

SPED Availability

Many former SPED options are now in the standard price pages. SPED will not be available for the first 3 months of S40-70FT production, however SPED orders will be accepted with the first customer orders. Dealers should re-price all outstanding quotes because of significant product differences.

As always, we appreciate the support of our distribution network and the sales organization.

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and Hyster Authorized Dealers Only.

Sincere Regards,

Kelly A. Smith
Director – Hyster Marketing

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.

Marketing Department

HYSTER