

Fortis™ 50 Enhancement Program

An Important Program Announcement from Hyster Company – Greenville, North Carolina.



Date:
August 15, 2006

To:
Hyster Dealer Principals,
Branch Managers,
Sales Managers, and
Sales Administrators

cc:
Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:
Kelly Smith
VP - Marketing



Program Description

In order to more competitively position our Company against the competition, Hyster Company is pleased to introduce the Fortis™ 50 Enhancement Program.

This program will provide:

- Competitive price position on H50 and S50 units
- Discounts on one (1) and two (2) truck transactions, and
- An additional product offering configuration (2.2 with a basic transmission).

Program Highlights

- Program is effective immediately. Hyster Company will evaluate results at year end and adjust offering. Hyster Company reserves the right to review, modify, and/or cancel this program at any time.
- Applicable to H/S50FT (5,000 lb. Cushion and Pneumatic) configurations as follows: 2.0B, 2.2B, 2.2L1, and 2.4L1.
- As an exception, SC discounts are now available on one (1) and two (2) truck transactions.
 - o Hyster Company will review current SC's on file for additional discount under the Program.
 - o Dealers may reapply for current SC's.
 - o When submitting SC's, Dealers **must** provide engine and transmission configuration within the "**Comments**" section of the SC request and supply as much competitive information as possible.

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Program Details

1. All discount requests must be submitted via the HERO electronic system.
2. Requests must include the following information as part of the SC review process:
 - a. Models, quantity, and discount level requested.
 - b. Full Customer Company Name, City, and State of unit installation.
 - c. Customer Fleet Size and annual purchase volume.
 - d. Competitors (brands) active in the transaction.
 - e. Competitive pricing: respective street pricing intelligence (including competitive quotes if available).
 - f. **Powertrain configuration must be included within the "Comments" section of the SC request as follows:**

<u>Product Configuration Description</u>	<u>Comments Code</u>
Fortis 2.0 Basic transmission	2.0B
* Fortis+ 2.2 Basic transmission	2.2B
Fortis Advance 2.2 L1 transmission	2.2L1
Fortis Advance+ 2.4 L1 transmission	2.4L1

*New offering

Incomplete requests cannot be processed.

3. Special Discounting under this program does not apply to stock orders. Stock orders will be priced at the current standard Dealer Net.
4. **Stock conversions to Retail do apply under the program.**
5. Rental Fleet transactions **do not** apply under the program. Rental Fleet purchases fall under the Rental Planning Program as announced on April 20, 2006. **The new 2.2 Basic transmission configuration is now available for Rental Fleet purchase.**
6. Updated Price Pages and Technical Guides will immediately be posted at www.hysterusa.com.
7. **As an additional selling resource, a Special Sales Sheet and Option Selling Points document will be posted at www.hysterusa.com within the Product Information Library.**
8. Orders are subject to audit for adherence to program policies.
9. Cancellations will follow the current Hyster Company Sales Policy relating to cancellations on products.
10. Hyster Company reserves the right to deny any SC request.
11. Hyster Company reserves the right to review, modify, and/or cancel this program at any time.
12. Contact your Regional Sales Manager regarding any questions you may have pertaining to this program.



**Take this
opportunity
to advance
your Up
Front &
Down Under
objectives!!**



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