

Forward Order Program

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

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Date:

May 23, 2007

To:

Hyster Dealer Principals,
Sales Management

From:

Kelly A. Smith
Hyster Company
252.931.7895

cc:

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



Hyster Company is pleased to announce a Forward Order Program for select Hyster Series. This program will ensure competitive retail availability by offering an additional **2% discount** above current Standard Dealer Net in conjunction with a list of potential retail customers specifically targeted for your trading area.

All units ordered under the program will be between the announcement date and June 30, 2007. Units are counted as follows:

Extended through June 30, 2007

<u>Applicable Program Series</u>	<u>Program Pricing</u>	<u>North American Program Code</u>	<u>Canadian Program Code</u>
S80-120FT-80-100FTBCS-120FTS,120FTPRS	Standard Dealer Net + 2%	FO7	CF7
H80-120FT	Standard Dealer Net + 2%	FO7	CF7
H170-280HD	Standard Dealer Net + 2%	FO7	CF7
H300-360HD	Standard Dealer Net + 2%	FO7	CF7

General Program Guidelines:

- All orders placed under the program are non-cancelable.
- There are no minimum or maximum order quantities under the program.
- Units may be ordered for Stock, Customer or Long-term rentals. Program does not apply to Short-term rental units.
- All units ordered under the program will be slotted based on first available with a clear to ship prior to December 31, 2007.
- All units ordered under the program are program priced and will not be selected for audit.
- Special pricing request for six or more units to convert program units to a Retail customer becomes subject to the special pricing audit process.
- All units ordered under the program must be ordered with the program codes listed to receive the additional discount.
- Current Stock on Hand will not be eligible for the program discount.
- Cancellations will not be accepted for current program series on order with the factory as of the announcement date.
- Program units qualify for the 1%/10-day cash discount.
- Targeted customer list, by Dealer, will be assembled and distributed by the Regional Sales Groups throughout the month of June.
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.

Please remember to refresh HERO by selecting the "completely reload tables" option in the download area of the price book, thereby activating this change.