



HIT THE JACKPOT

Hyster Company is proud to present
“Hit The Jackpot”, a unit volume incentive program
that pays your dealership incentives based on meeting
unit dealer booking targets



Program Guidelines

- Program effective date is 01.01.04 – 12.31.04.
- Dealer targets are based on plan dealer retail bookings uplifted by approximately 5%. Individual dealership targets will be emailed directly to each Dealer Principal.
- National Account volume will be excluded from targets.
- A payment of one-half of one percent of YTD factory net will be made in July of 2004 for performance through June 2004 and a payment of one-half of one percent of YTD factory net will be made in January of 2005 for performance through December of 2004. Factory Net is calculated excluding National Accounts. Payments will be made if dealer has met or exceeded their targets through the first 6 months and/or full year.
- An additional payout of one-tenth of one percent (retroactive to 1st unit) will be paid for performance of 10% above assigned dealer target. Payment will be made in January of 2005.
- In addition to dealership incentive rebates, the Top 5 Sales Managers (one per flight – see attached) will be awarded a Rolex Watch and cash (\$1,000). Measurement criteria will be issued shortly. Dealer Principals are responsible for identifying Sales Managers.



Hyster Company reserves the right to amend targets twice per year based on industry trends, fully supported by industry analysis.
Hyster Company reserves the right to retract incentives based on cancellations.