



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

January 15, 2010

TO: All Hyster Dealer Principals, Branch Managers, Sales Managers, & Salespersons

SUBJECT: **E45-70XN Competitive Conquest Program**

For the first half of 2010, Hyster Company is offering a competitive conquest program designed to win incremental, new business from electric rider truck competitors.

Beginning with orders retail booked January 4, through June 30, 2010, Hyster Company will offer dealers a **\$500 "Conquest Bonus"** for any E45-70XN lift truck that is sold to a new customer. New customers are buyers that have not purchased a Hyster® truck in the past seven years (84 calendar months prior to date of retail booking).

The Conquest Bonus applies in addition to any SC discounts that have already been approved by Hyster Company, or any subsidized financing that may be applied to the sale when financing the transaction through NMHG Financial Services.

Program Details:

- Program period is January 4, 2010 through June 30, 2010.
- All program orders must be retail booked during the program period.
- Conquest Bonus applies to any E45-70XN lift truck retail booked to a qualifying customer.
- A qualifying account is any Dealer Conquest Account in the Hyster dealership's authorized territory who has not retail booked any new Hyster Class I, II, III, IV or V truck in the past seven years (84 calendar months prior to date of sale booking).
- Current Hyster accounts where a facility is converted from competitive equipment qualify under the program.
- Non-qualifying accounts under the program include:
 - Accounts where Yale® is the primary brand or where Yale is a current supplier.
 - Hyster Centralized National Accounts
 - Export accounts
- Conquest Bonuses are in addition to any special pricing which may be approved by Hyster Company or any subsidized financing that may be applied to the transaction when financing through NMHG Financial Services, but not both.



- Program orders for each salesperson must be reported to Hyster Company by the 15th day of the month following the retail ITA booking on the attached Hyster 2010 E-XN Conquest Program Form.
 - Email or Fax forms with documentation (signed proposal or customer purchase order) to Don Batts, Senior Pricing Analyst at aadbatts@nmhg.com.
 - Reimbursement requests submitted without complete documentation or after the documentation deadlines will not be processed and the sale will be disqualified from the program.
 - Hyster Company is not responsible for lost or misplaced documentation.
- Dealers will be paid on a monthly basis via a credit to the Dealers open trade account with Hyster Company.
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.

Sincerely,

HYSTER COMPANY



Brett Schemerhorn
Vice President, Dealer Sales

COPY: Hyster Regional Sales, NMHG Financial Services, National Accounts Managers and Marketing Staff

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