



PRODUCT INFORMATION BULLETIN



D/C # 5

March 1, 2005

Series Impact:

TO: ALL HYSTER DEALER PRINCIPALS AND SALES MANAGERS

FROM: KELLY A. SMITH – DIRECTOR, HYSTER MARKETING

SUBJ: **2005 HYSTER LIST PRICE INCREASE AND IMPLEMENTATION OF NET PRICING**

In line with our communications during the recent Hyster Dealer Meeting and as a result of ongoing communications with you, the dealer organization, we are announcing a Hyster Unit List Price increase and the implementation of Net Pricing. To assist you with implementation for your dealership, there will be two phases of the Net Pricing Implementation as follows:

Effective April 1, 2005

1. A new List Price Increase and Net Price Discount structure will become effective as stated in the attached worksheet by series. The new Net Price Discount structure will replace the current standard discount. As a result, all customer, rental and stock orders received after March 31, 2005 will receive the new List Price Increase and Net Price Discount. Special Commitments (SC's) for less than six (6) truck deals will be allowed through May 31, 2005 except as indicated in Chart 1.
2. All models currently under Net Pricing will remain under the current Net Pricing Program and guidelines. Those series include:

Chart 1:

E25-35Z, 40ZS	J40-65Z
E45-65Z	W40Z
E70-120Z, 100ZS	S40-65FT, 55FTS
J30-40ZT	

3. All current "stock on order" and new "stock orders" will be re-priced to the new List Price and new Net Price Discount.
4. Dealer stock "on order" with "clear-to-ship" acknowledged dates on or before March 31, 2005 will not be affected by the List Price increase or new Net Price Discount changes.
5. All customer and rental orders will be price protected through March 31, 2005.
6. All SC's for five (5) units or less will expire May 31, 2005. These authorizations may only be renewed if the pending quotations include transactions for a total order of six (6) or more units.
7. All units "on order" from recent Hyster Company programs will not be affected by the new Net Price Discounts or List Price increase.
8. Your dealership will get a 1% rebate on all units invoiced at the new Net Price as announced under the 2005 "Going for the Gold" Program.
9. Dealership "stock on hand" will not be re-priced to the new List Price or Net Price Discount.
10. Financial Commitment (FC) Process remains unchanged.

Effective June 1, 2005

1. Net Pricing will be effective for all transactions of five (5) units or less; therefore, no SC will be allowed on these transactions. Transactions greater than five (5) units will be considered for Special Pricing.
2. The following units are net priced or are noted to "Contact Sales" and are eligible for special pricing for any quantity transaction with restricted dealer margins.

Chart 2:

V30ZMD	H135-155XL2
V30XMU	H170-280HD
V35XMU	H300-360HD
S135-155XL2	ALL JUMBO TRUCKS

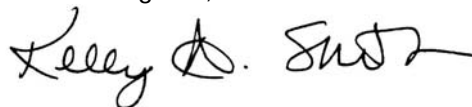
3. From June 1, 2005 forward all approved SC's will be effective for 60 days.
4. Hyster Company will not authorize SC requests for dealer stock or rental orders except during special promotions.
5. FC Process remains unchanged.

The Net Pricing Advantage

- Allows the dealer to maximize profits where appropriate and balance the need for competitive deals.
- Provides incentives to up-sell, raising the street price.
- Eliminate a significant portion of auditable transactions.
- Streamline administrative processes for both the dealer and Hyster Company.
- Dealership earns a 1% rebate on all units purchased at Net Pricing.

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Sincere Regards,



Kelly A. Smith
Director – Hyster Marketing

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