



PRODUCT INFORMATION BULLETIN



D/C # 13

August 31, 2004

Series Impact: Class I E114, A219, G108, C098, J160, A416
Class II C470, G138, B264, C471, D174, G118, D210, A463, A464, A465
Class IV F004, C024
Class V L005, G006, G007, F019, A214, E008, D117

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES
FROM: PETER SIESSEL – VICE PRESIDENT, HYSTER MARKETING
SUBJ: NEW UNIT PRICE INCREASE

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Effective with **all orders received after September 30, 2004**, the following basic unit and option prices will be increased as follows:

Class I	3% List Price Increase
Class II	3% List Price Increase
Class IV	
S70-120XM	2% List Price Increase
S135-155XL2	2% List Price Increase
Class V	
H70-120XM	2% List Price Increase
H135-155XL2	2% List Price Increase
H170-280HD	3% List Price Increase
H300-360HD	3% List Price Increase
H360HD-EC4	3% List Price Increase
H400H-EC5	3% List Price Increase
H450H-EC6	3% List Price Increase
H360-450H	3% List Price Increase
H550-700F/FS	3% List Price Increase
H800-1050E	3% List Price Increase

Please note that for all AC Class I product, we will be moving to Net Pricing effective October 1, 2004. Net discount levels will be established shortly. Under this method, all orders of 5 or less will not be eligible for SC's. Along with this, dealer profit will no longer be limited, offering additional profit opportunities for the salesperson as well as the dealer. Orders for 6 or more will be eligible for SC's through the normal channels, however granting of SC's will limit dealer profit opportunities. Full details will be issued later this month.

Also, we will be moving to Net Pricing on W40Z's by October 1, 2004. Program details will be the same as described above for the Class I AC product. In conjunction with this effort, list prices will also be revised. Full details will be issued later this month.

Marketing Department

HYSTER

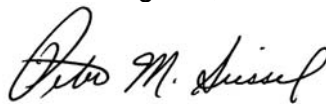
All **customer** and **rental** units on order with Hyster Company before October 1, 2004 will be protected at current pricing levels. **Dealer stock** or **display** will be price protected if converted to a customer order or rental order before October 1, 2004. Hyster Dealer Stock on Order with Clear To Ship acknowledge dates on or before September 30, 2004 will also be price protected.

In the near future, printed price pages for each model reflecting this change will be forwarded to your dealership. Updated standard price pages as well as electronic copies of this Product Newsletter and the attachments will also be available through the Hyster Dealer Site at www.hysterusa.com on October 1, 2004.

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

As always, we appreciate the support of our distribution network and the sales organization.

Sincere Regards,



Peter M. Siessel
Vice President of Marketing – Hyster Company

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.