



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.
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Date: July 28, 2011
To: Hyster Dealer Principals, Operations Branch Managers and Sales Managers
From: Brett Schemerhorn – Vice President, Dealer Sales
Subject: Clarification for ICE Conquest Program - "Drive for Five"

Thank you for your feedback on the Drive for Five conquest program. In an effort to both simplify the process and provide clear and easy direction for usage of this program, the following will be in effect immediately:

1. All special pricing approvals will continue on as our normal process (total discount will be determined without regard to the program).
2. All Conquest deals will carry a 2% commission to the dealer with the remaining discount going to the customer.
3. The discounts of 22%, 30% and 33% mentioned in the announcement are guidelines as to where the commission limitation of 2% generally occurs as option mix impacts total available discount
4. The triggers for usage of the pool is when we restrict your commission to 2% and you feel additional dollars are needed to close the deal.
5. Advise the pricing department when the SPR is submitted that this is a Conquest account and they will verify that the customer meets program guidelines. You will be notified within the SPR if the customer qualifies.

As discussed during my Webex event earlier this week, your key factor to drive the success of this program will be governed by the coverage your dealership has in place to increase your participation into these Conquest accounts. Please contact your Regional Sales Manager or Area Sales Director with any questions.

Regards,

Brett Schemerhorn
VP, Hyster Dealer Sales



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