



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.
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Date: July 22, 2011
To: Hyster Dealer Principals, Operations Branch Managers and Sales Managers
From: Brett Schemerhorn – Vice President, Dealer Sales
Subject: ICE Conquest Program - “Drive for Five”

Hyster Company is pleased to announce a NEW ICE 3000 to 6000 pound capacity Conquest Program to assist in the penetration of the ICE's most active segment of the market: the H/S30 – 60FT lines which represent 80% of the total ICE industry. This program is designed to provide your dealership with a pool of additional dollars for your dealership to utilize in targeting competitor's accounts. In addition to approved special pricing for a particular customer account, this program will provide your dealership with an option at your discretion to lower the cost to the customer by up to \$2000 per unit beyond the special pricing approval, in order to break into a new account. Our targeted goal is to gain 5 points of full year market share within each dealership's specific active market segment. You will be given a unit Conquest target for your dealership along with an allocated pool of dollars to close business. The following are the elements of the program:

- Program timing, July 22th through November 22nd, 2011
- Target 5% market share growth in Class IV & V, 3000 to 6000 lb. segment
- Unit target & Pool dollars will be allocated by dealer
- Use of pool dollars is only authorized once special pricing authorization in total reaches maximum identified levels:
 - 22% for H/S50LX (on quantities of 4 or more)
 - 30% for H/S30FT-40FTS (small chassis)
 - 33% for H/S40-60FT (large chassis)
- Your dealership may discount up to \$2000 per unit available out of pool beyond approved special pricing
- Maximum profit margin will be as identified on price authorization (no change)
- Pool dollars are to be used to reduce the purchasing price to the customer to secure new conquest business; it may not be retained by the dealer.
- If your dealership's targeted unit number is achieved by 11/22/11, 50% of any remaining pool dollars will be credited to your dealership's account with Hyster Company.
- If pool dollars are used and the 5 point share gain is not secured there is no penalty to the dealer.
- If target is not achieved, unused pool dollars will remain with Hyster Company
- Conquest account is identified as an account that has not purchased a Hyster or Yale lift truck in the last 6 years.
- Any order canceled by the dealer is subject to normal sales policy guidelines
- Pool dollars may not be used for rental units
- Reimbursement forms must be submitted monthly by the 15th working day
- Payment will be made at program end or shipment of unit, whichever comes first
- All transactions are subject to audit and dealer profitability limits as identified in the special pricing authorization

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This exciting new Conquest program provides you with the ability to manage and close incremental business while assisting your dealership in earning your Pay for Performance dollars. 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. You have asked for more control over the deal and I believe this program provides you with a tool to win. It is time to stop playing defense and get on the offense while targeting our competitors. It's our time to BRING IT!!!

Regards,



Brett Schemerhorn
VP, Hyster Dealer Sales

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