



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (278)35-7006

December 9, 2010

To: Hyster Dealer Principals, Branch Management and Marketing Contacts

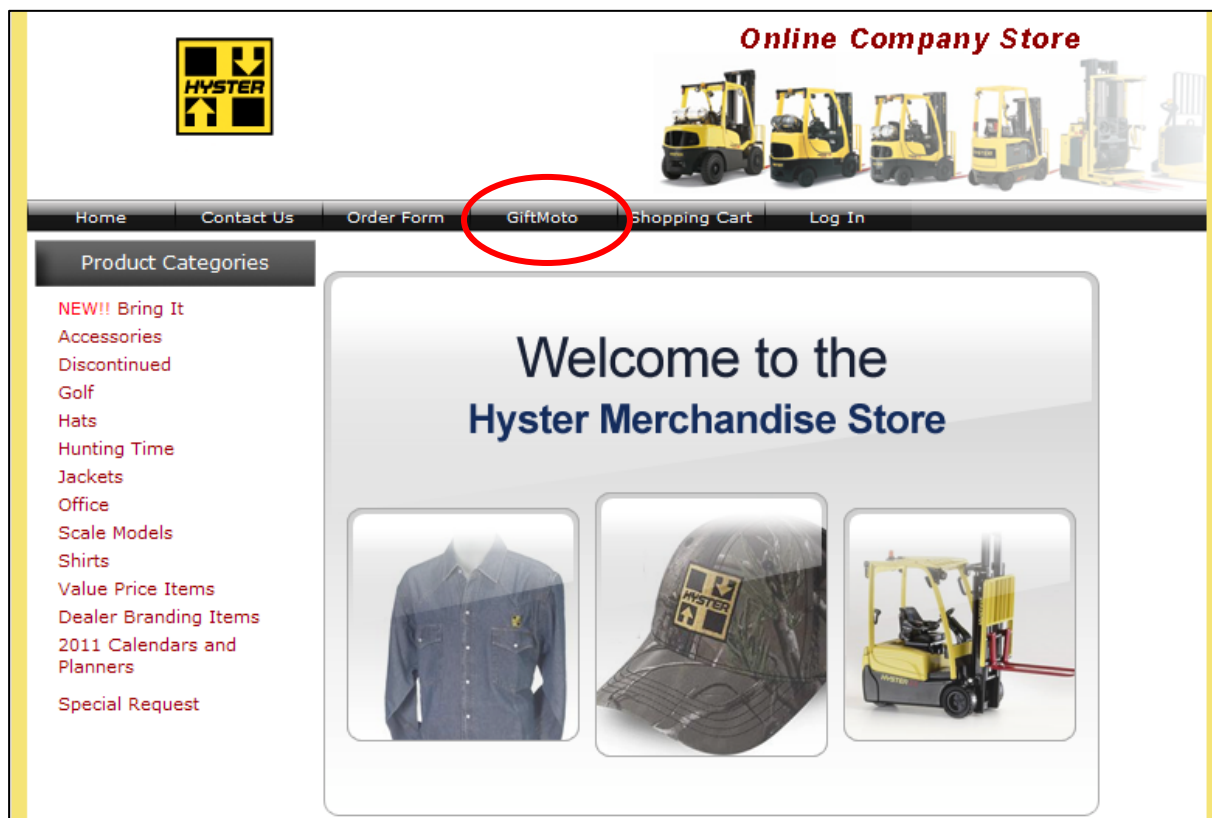
Subject: New - Hyster GiftMoto Program

Just in time for those last minute gifts! With the Holidays just around the corner, we're excited to be launching our new Hyster GiftMoto Program.

What is GiftMoto?

- ✦ GiftMoto is a unique and exciting technology that allows Hyster Dealers to purchase promotional products through the ease of a totally intuitive, world-class online shopping experience.

The Hyster GiftMoto site will allow you to make and design the perfect gifts for your customers. It's so easy to do! After you've logged on with your dealer email address on the Hyster merchandise website www.hystermerchandise.com, select the GiftMoto button, and then the possibilities are practically endless.





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Order 1 piece or 1,000. Consider a "Seasons Greetings" message, a "Thank You" message, or another custom message from your dealership or from an individual sales representative.

GiftMoto Benefits

- ✦ Elegant and easy user interface
- ✦ Super fast production time, usually 48 to 72 hours after order is approved
- ✦ Lots of low minimums, 1 ea for some products
- ✦ One price: single spot color or four color process
- ✦ Unlimited logo library (Phase 2 in January 2011)
- ✦ Add text with ease
- ✦ Quantity discounts
- ✦ No purchase orders or AP transaction costs
- ✦ No set-ups charges
- ✦ Shipping on every popular carrier
- ✦ SSL certificate verification for secure purchases
- ✦ All major credit cards and PayPal accepted

With this initial launch, you'll be able to order all of the items in the program with the Hyster logo and the text of your choice. The second phase of this program, which will be released in the near future, will allow you to order items with the Hyster logo, text if you'd like, *and* your Dealer logo. Our third phase will include background images of Hyster application photos.

We will continue to stock items via our standard online Hyster merchandise catalog (www.hystermerchandise.com). Items in this online catalog, which includes apparel, are not customizable through GiftMoto at this time.

GiftMoto orders can be purchased with a credit card. The GiftMoto web site is housed on a secured server and will require a one-time sign-in and registration with a user name and password (site instructions below).

- ✦ Log on to www.hystermerchandise.com
- ✦ Select the GiftMoto link, then click around and see how easy it is to place your order.
- ✦ You'll be asked for a User Name and Password – if this is your first time on the site, you will need to click on setting up your account.
- ✦ Pick a Username and Password
- ✦ The next screen will show all of your information, if correct, click the Proceed to Checkout button. (If incorrect, click the Back button and re-enter).





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If you have any challenges with the site, please contact our merchandise partner, David Kendig, at Kendig II Marketing, 215-801-9350 or e-mail David @ gbdck@aol.com

We hope you'll enjoy the power and the impact of Hyster GiftMoto!

Sincerely,

HYSTER COMPANY

Lorri Lewis
Manager, Promotions & Events

