



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.
1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

May 26, 2011

To: All Hyster Dealer Principals, Branch Managers & Marketing Contacts
From: Thom Peebles – Director, Hyster Brand Management
Copy: Hyster Regional Sales, Marketing Staff
Subject: Interactive Web Application

Hyster is pleased to announce the availability of a new, interactive web application for the B60-80Z^{HD} on the Hyster Americas web site at <http://hysterusa.com/DealerArea/heavy-duty-end-rider/heav-duty-end-rider-trucks.htm>. It is one of many ways that Hyster is helping you to sell the new truck.

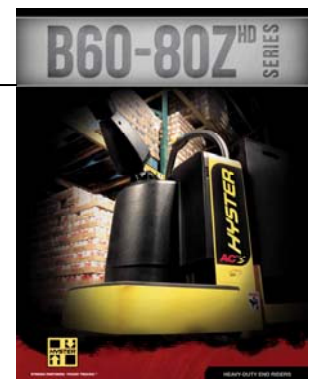
1. Web site interactive

This web application lets prospective buyers interactively investigate the key attributes and many proven advantages of the new B60-80Z^{HD} end rider pallet truck.



2. B60-80Z^{HD} Brochure

The new B60-80Z^{HD} brochure contains a 2-page spread of the B60-80Z^{HD} undercarriage showing the attributes that give the B60-80Z^{HD} superior durability and dependability. The brochure is available for ordering via the Sales Literature Fulfillment Area.



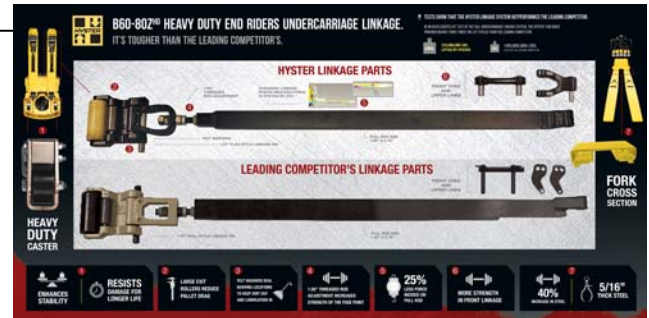


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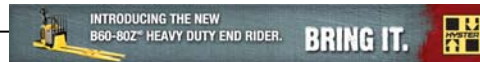
3. B60-80Z^{HD} Undercarriage Display Banner

A 4'x8' banner of the undercarriage display will be sent to your dealership's main office in the coming weeks. Additional copies of this banner can be purchased for \$275 each plus shipping and handling. Contact Julia Boisvert at Jackson Marketing Group 864-272-3176.



4. Advertising Program

A digital ad campaign is being run to promote the B60-80Z^{HD}.



Regards,

Thom Peebles
Director, Hyster Brand Management

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