



J40XN / T ITC COMPARISON EVENT

Day 1 agenda

8:00 – 10:00 Set up (Hyster personnel)

10:00 am – Noon

- Market Opportunity – Dealer Development
- YTD Dealer Sales Performance – Regional Sales Manager
- Product Development & Testing – Product Strategy Manager
- Competitive Comparisons – Product Strategy Manager
- Pricing – Regional Sales Manager
- Sales References – Regional Sales Manager
- Marketing Communications – Marketing
- Parts – Regional Aftermarket Sales Manager
- Hyster Capital – Regional Finance Manager

Lunch

1:00 – 3:00

- MMST Presentation – Regional Sales Manager
- Abbreviated ITC Presentation to the Dealer Sales Team

There will be breaks throughout the day to allow the dealer sales team to make their final calls to their customers.