



HYSTER COMPANY

Americas Division

Welcome to the Hyster **Fortis™** Series Launch

We want to thank you for taking time to attend this important event.

The time for change is now. You are here today because you embrace change and turn it to your advantage; day after day, year after year.

Five years ago we realized that we needed to change the way new products are developed. We knew that to leapfrog our competition, we would have to change the way we design new trucks; product by product and series by series. We looked at our superior Dealer network and recognized the need to provide new innovative products that enable our Dealers to significantly grow revenue and profitability. So, we embarked on the most aggressive and comprehensive product development process in Hyster Company's history. Along the way we made a huge investment to ensure delivery of the most productive and dependable lift trucks on the market.

That brings us to today; the launch of the Hyster Fortis S40-70FT Series. This launch meeting is a hands-on event to help you maximize sales of the new Fortis line of trucks. Over the next two days, you will gain a solid foundation of product knowledge and fact-based selling skills through a variety of learning sessions. The learning process will continue long after this launch meeting through a series of follow-up learning sessions and self-study programs.

Thank you in advance for your hard work throughout the launch process. Through our dedicated commitment, we will all succeed together.

Sincerely,

David O'Dell
President

