



PRODUCT INFORMATION BULLETIN



D/C # 15

October 1, 2004

Series Impact: Class III All models and series
Class IV D010, D187
Class V E001, H177

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES

FROM: KELLY SMITH – DIRECTOR, HYSTER MARKETING,

SUBJ: NEW TRUCK LIST PRICE INCREASE – Effective November 1, 2004

Effective with all orders received by Hyster Company after October 31, 2004, new unit and option list prices for selected Hyster models will be increased as listed on table #1, page 2.

**All customer and rental units on order with Hyster Company
before November 1, 2004, will be price protected.**

**Current Hyster dealer “stock on order” will be price protected if converted to a customer or rental
order before November 1, 2004.**

**Dealer “stock on order” with “clear-to-ship” acknowledge dates on, or before, October 31, 2004, will
also be price protected and subject to normal cancellation policy.**

Dealer Stock Units ~ S40-65XM, 55XMS

Because of the heavy volume of S40-65XM, 55XMS units booked in September, Hyster will **not accept** any new dealer stock unit orders for these models **during October**. This decision was made in an effort to help ensure that factory build-slots will be available for **pending** customer requirements. This will be reviewed at the end of October.

Price Protection ~ S40-65XM, 55XMS and Fortis Series Trucks

When Hyster Company’s remaining S40-65XM, 55XMS slots are consumed, all Hyster Special Pricing authorizations for units not yet factory booked will expire. New authorizations will be required for all Fortis truck quotations and orders. Hyster will begin accepting special pricing requests for Fortis series trucks after new price pages are published, **expected in early November**. Please remember that a net pricing policy (similar to the recently announced policy for Class I AC models) will be in place for these units.

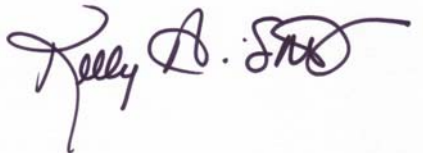
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Updated standard price pages will be posted on the Hyster Dealer Portal Website at www.Hysterusa.com on, or before, November 1. Electronic copies of this Product Newsletter are available immediately on the Hyster Dealer Portal Website.

New printed price pages reflecting this change will be forwarded to your dealership in the near future.

Best regards,



Kelly A. Smith
Director - Hyster Marketing

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List Price Increases (Refer to table #1)

Effective with all orders received after October 31, 2004, prices for the following basic unit and options will be increased as follows:

Class III- all model series	3% List Price Increase
Class IV S25-35XM, 40XMS S40-65XM, 55XMS	3% List Price Increase 3% List Price Increase
Class V H25-35XM, 40XMS H45-65XM	3% List Price Increase 3% List Price Increase

Table #1

Reminder ~ W40Z Net pricing (Refer to table #2)

Effective October 1, 2004, Hyster activated a Net Pricing policy on the W40Z model, which includes a change in list price and a net price discount of 31%. Special Pricing will not be available on orders of 5 units or less. Current W40Z stock converted to retail before October 31, 2004, can utilize the current special commitment (SC) pricing process. Orders for 6 or more W40Z units will be eligible for SC pricing through normal channels. Approved SC requests will continue to limit dealer margin.

Model Series	Net Price Discount
Class III W40Z	31.0%

Table #2

Please remember to refresh HERO by selecting the "completely reload tables" option in the price book download area thereby capturing the change to this series.

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.

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