

HYSTER

TAKE IT TO EXTREMES

LUCKY 7's

Hyster Company is proud to present
“Lucky 7’s” a Hyster Retail Salesperson reward program
for new customer unit sales in select series.

**EARN CASH FOR NEW CUSTOMER SALES OF
SELECT SERIES and.....
CASH FOR BRINGING HOME NEW ACCOUNTS OF 5 OR 10
TRUCKS and
THE CASH CAN BE COMBINED!!!!!!**

Program Guidelines

- Program effective date is 02.01.04 – 06.30.04.
- Select key series include: E30-40HSD, W20-25ZA, J40-65Z, E40-65Z, J30Z/XMT, S25-40XM, H25-40XM and W40Z.
- Per Unit payment of \$200 on all series as listed above with the exception of W40Z at \$100.
- Sales Manager and Dealership receive payment of 20% of total dealership Retail Salesperson payment (10% to Sales Manager and 10% to Dealership).
- An additional incentive will be paid for delivering significant new accounts as follows (quantities must be ordered in 2004):

	New Customers ordering a <u>minimum of 5 units</u>	New Customers ordering a <u>minimum of 10 units</u>
Salesperson	\$750 per deal	\$1,250 per deal
Sales Manager	\$500 per deal	\$ 750 per deal
Dealership	\$500 per deal	\$ 750 per deal



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- Top three salespeople in each series will be given recognition awards.
- Excludes Yale accounts.
- Dealership Sales Managers are responsible for reporting qualifying key series and significant sales by salesperson to Hyster Company, Kelly Smith, P.O. Box 7006, Greenville, NC 27835-7006. Data should be reported by the 10th day of each month for the prior month transactions on the attached “2004 Customer Lucky 7’s Program” Worksheet. Electronic forms are available.
- New accounts are defined as those not buying Hyster select series within the last 6 years.
- Payments for salespeople will be made in the month following the transaction, and are dependent upon receipt of paperwork. Hyster reserves the right to retract payments based on cancellations. Payments made to Salesperson and Sales Manager are taxable and 1099’s will be issued.
- To qualify for Sales Manager and dealership incentive, the dealership must achieve 90% of the full year target performance under the Hit The Jackpot Program. Sales Manager and dealership payments earned will be paid by the end of January 2005.
- For unit orders of 10 units or more salesperson/sales manager may be requested to complete a new account testimonial under the Man-to-Man Program.

40,000 opportunities await us!!! Let's get our share!!!

