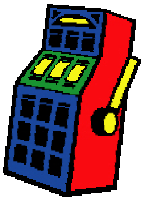




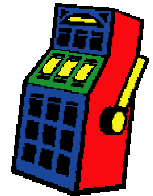
LUCKY 7's

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 series include: E30-40HSD, W20-25ZA, J40-65Z, E40-65Z, J30Z/XMT, S25-40XM, H25-40XM and W40Z.
- Per Unit payment to salesperson of \$200 on all series listed above with the exception of W40Z which is \$100.
- An incentive will be paid for delivering significant new accounts as follows:

	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

- Top three salespeople in each series will be given recognition awards.

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

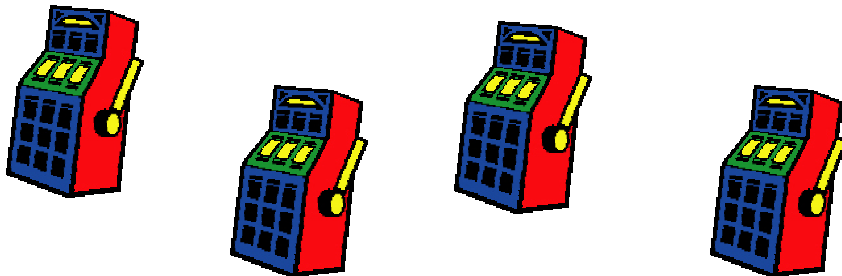


HYSTER

TAKE IT TO EXTREMES

LUCKY 7's

- 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 will be made to the salesperson in the month following the transaction, and are dependent upon receipt of paperwork. Hyster reserves the right to retract payments based on cancellations.
- 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.
- Payments made direct to the Salesperson are taxable.
- Excludes Yale accounts



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

