



Master Rental Fleet Sale

An Important Program Announcement from Hyster Company – Greenville, North Carolina

\$2,000 BOUNTY – SEE DETAILS BELOW

Date: March 24, 2009
To: Hyster Dealer Principals, Branch Managers, Sales Managers, and Sales Administrators
cc: Hyster President's Staff, Regional Sales Manager, National Account Sales Managers, and Marketing Staff
From: Kelly Smith, Director-Marketing

Hyster Company has a great selection of Reach trucks as part of a Warehouse Master Rental fleet. The majority of these units are new, priced to sell, and in most cases come with a full new-truck warranty. As a result, Hyster Company is pleased to offer a **\$2,000 bounty** for each unit purchased by a Hyster Authorized Dealer.

The dealer may apply the **\$2,000 bounty** per unit as a reduction to the asset price when selling to an end customer, adding to the dealership STR Fleet or stock, or as a straight incentive to the retail salesperson.

The bounty will be paid directly to the dealer on a per unit basis upon completion and transfer of the unit to the purchasing dealer.

You may view available equipment along with specs on the Hyster USA website at www.hysterusa.com or by clicking on the following link. <http://www.hysterusa.com/dealerarea/fleetservices/MasterRentalFleet.asp>

Interested parties should contact **Chris Flower at 252-931-5666** or christine.flower@hyster.com.

Program Details

- Bounty is **\$2,000** per unit purchased under the program.
- Greater than 90% of the units have low to zero hours.
- Most units include battery.
- Units may be purchased for end customer, STR Fleet, or stock transactions.
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.

Best Regards,

Kelly A. Smith

