



HYSTER COMPANY

National Accounts

Hyster National Accounts Account Update

Account: American Standard – Trane

Address: Corporate office in St. Paul, MN with plants across the US.

NAM: Ken Kinsella

Dealer: All – Nation Wide

General Account Strategy: Improve current share of American Standard / Trane business by at least 17% in 2006! WE need to promote the value and competitive features of Hyster Equipment, the Dealer Network, and the National Account program.

Competitive Landscape: Trane recently shared their 2005 and YTD 2006 leasing history and based upon those numbers Hyster appears to have about 1/3 (33%) of the available business. What is Toyota doing that we can not?

Current Opportunity: Hyster and Toyota are the only two recognized National Account suppliers to Trane and American Standard. The plants are not forced to use either and can purchase from any vendor if they so chose – corporate asks for participation but does not have the ability to enforce compliance. Be conscious of units that have reached End of Lease and push the plants to practice appropriate fleet management by avoiding increased maintenance costs and month to month fee's.

Products / Applications: Varies by location. Cushion IC and Electric product in both 3 and 4 wheel configurations. Generally in the 3,000 to 6,000 lb capacity range generally using box clamps and/or on board computer systems – Trane purchases their equipment via a 44 month FMV lease.

Recent Wins: A team effort (Rusty Henry at Modern and me) Hyster received a PO for 19 J40ZT's to replace 11 J30ZT's in April of 2006. Several recent quotations for new retail locations as well as EOL replacement units continue to be active, but we need to push for the order – the plants are the key decision makers!





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Challenges: I would appreciate constructive feedback from the dealer community on the facilities in your market that use Toyota – any negative history, product failures, warranty, downtime, or lead-time concerns? We need to increase our visibility to these plants from both a local and national perspective – we have everything to gain!

Next Steps: How Hyster Dealers can drive additional sales: Call on the local plants; develop and maintain relationships with both production and maintenance personal – it is the dealer community that will drive the success of the American Standard/Trane National Account relationship.

Sincerely,

Ken Kinsella

Manager, National Accounts

Hyster Company

Office - 317.915.8395

Fax - 317.915.8396

ken.kinsella@hyster.com

www.hysterusa.com

