



HYSTER COMPANY

Americas Division

Hyster TM National Account Update – July 2006

Account: Boise Cascade – North America

Address: North American Headquarters, Boise, ID

NAM: Barry Morse

Dealer: All – North America

On a recent visit to Boise Cascade's corporate office, it was brought to my attention that several of their locations had negative comments about the level of service they were receiving from Hyster Company and Hyster Dealers. Their complaint ranged from slow service call response, parts availability, and lack of on site visits from their local representative. In general, Boise feels that we are taking their business for granted.

I have asked my contact to elicit response from each of his facilities as to quality of service they are receiving from Hyster. As I have already done with the response I've received, I will forward them on to the appropriate dealer and asked that they address Boise's concerns.

What I'm asking each of you to do now is contact each Boise facility in your area and schedule a meeting to discuss the current state of affairs and how we can service them better. I would ask that your dealership is representative by not only sales and marketing, but by your service manager as well.

After your meeting I would appreciate a report back from you detailing highlights of your conversation and your dealership's action plan to address Boise's concerns.

Please try to schedule this meeting before the end of August.

Please contact me directly if you have any questions or comments.

Best regards

Barry Morse

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PS: This would be an excellent time to review with Boise all the new Fortis features.

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