HYSTER COMPANY

Americas Division

Hyster National Accounts Update- October 2006

Account: Coke CCE (also referred to as Coke, Coca Cola Bottling)

Address: Corporate HQ: Atlanta-GA

Hyster Account Manager: Rick Stephens 770-998-8344 or e-mail rick.stephens@hyster.com

Locations: Nationwide: also, as in past contract with CAT, independent bottlers and Coke Waters can purchase off of contract

General Account Strategy: Coke CCE is the bottling arm of Coca-Cola. It is a separate company from Coke as it was spun off several years ago. Coke CCE uses primarily electric trucks in the 6,000-8000 pound capacity range. An RFP is due out within this month for most of Europe, Latin America, Central America, all of North America and Asia. If it is anything like the last award, it will be an exclusive contract.

Current Opportunity: Roughly 700 trucks are ordered on an annual basis for North America alone. All of these trucks are purchased. They keep their trucks for many hours of usage and maintain their own equipment in many cases. There are opportunities for parts and localized rentals during peak demand.

Application: Bottling. Most of the facilities are fully automated, even with robotics. Loading and unloading of trucks as well as general movement of pallets is the dominate application.

Recent Win: Barloworld had success with Coke Waters (Danone) in High Springs, FL. Although they could have purchased CAT under the Coke CCE exclusive contract, the strong support on a local level with Michael Friedman won the day.

Challenges: This contract will be very competitive and Hyster is only one of many participants. Because of our global presence, I believe we have a reasonable opportunity for we have demonstrated our dealer presence across the world. Whoever wins the bid will have the exclusive right to all Coke CCE facilities and all other Coke divisions (waters, Minute Maid) will be able to buy off of this contract.

Competitive Landscape: Coke is very price sensitive and margins are thin with bottling. Coke has been adverse to adopt AC technology and is quite pleased with DC performance currently in place with CAT. Hyster has a good name within Coke CCE so we need to work off of this as best as we can to demonstrate the value add of our local dealers.

Next step: How to drive incremental sales?

1. Contact your local facility to see if they are covered under Coke CCE contract. Establish your presence for Unisource ™ with current mixed fleet within many Coke CCE facilities.
2. When visiting facilities, ensure they understand the Hyster electric truck offerings and the value and savings it will bring over their current fleet.
3. Hyster will be working the RFP and once awarded contract, will give all location address information for immediate survey to assess 2007 buy criteria.

Hyster Company ▪ 1400 Sullivan Drive ▪ P.O. Box 7006 ▪ Greenville ▪ North Carolina ▪ 27834-7006
Main: 252-758-4978   Fax: 252-931-7877   www.hyster.com   www.hysterusa.com