



HYSTER COMPANY

National Accounts

Hyster National Account Update – June 2006

Account: Hormel Foods

Address: Corporate HQ – Austin, MN; 39 locations nationally

Account Management: Mark Estock (252) 353-1015 (effective 6/1/06); mark.estock@hyster.com

Dealers: Nationwide locations

General Account Strategy: Leverage past success in CL 1 business to open additional opportunities within CL 2 & 3. Focus selling opportunities on heart-of-the-line products by promoting performance, durability, and proven success within Hormel locations. Continue to build local relationships built on solid service and support performance. Leverage our ability to provide a customized material handling fleet and support package, unmatched nationally by our competitors.

Current Opportunity: Significant opportunities exist nationally in all CL 1 environments; continued improvements in Hyster truck and dealership performance are opening new opportunities for all product classes; aggressive and frequent sales calls to uncover these opportunities are needed by the Hyster dealers to secure our participation; significant CL 3 opportunities exist where BT Prime Mover and Crown have a foothold; our heavy duty pallet jacks (Food Processing and Galvanized) provide a great opportunity to win market share and help meet our goal of 13% in 2006 and 15% in 2007.

Products/Applications: Food production, cold storage, dry goods distribution.

Recent Wins: Fremont, NE (7 - E45Z, 3 – W80Z, 1 – B80Z galvanized); Austin, MN (6 – E30Z)

Challenges: Most purchase decisions are based on price and dealership support; final decisions are made locally with guidance provided by the corporate purchasing group

Competitive Landscape: Hyster is the preferred CL 1, 4, 5 brand; Raymond is the preferred CL 2 brand. Yale is aggressively quoting facilities that are predominately Hyster and are trying to win business based on price alone. Many wins are based on dealer support, not price! Keep up the good work and we'll retain new truck opportunities!

Next Steps: How to drive incremental sales?

1. Proactively engage local facilities to discover new / replacement truck requirements, aftermarket and allied opportunities; gather new truck specifications and provide to National Accounts as quickly as possible; typical turnaround for quotes is under 24 hours!
2. Re-introduce our CL 1 equipment...we have the best trucks in the market and they will open doors for all classes.
3. DEMO, DEMO, DEMO!! Take along a pallet jack to demo with every counterbalanced truck. You may get a 2 for 1 opportunity by showing that you thought beyond the primary demo truck!

