



HYSTER COMPANY

National Accounts

Hyster™ National Accounts – September 2006 Account Update

Account: Unilever™

Address: Corporate HQ in Englewood Cliffs, NJ with plants across US and Canada

NAM: Mark Hoch (252.946.7513; e-mail; mark.hoch@hyster.com)

Dealer: All - Nationwide

General Account Strategy: Hyster and Toyota are the only two corporate approved vendors. Leverage our product advantages over the competition. Continue to strengthen local relationships built on superior service and local support. Generally Unilever trucks are quoted with full maintenance.

Current Opportunity: Attached are the lease expirations for the Unilever locations.

Products / Applications: Distribution.

Recent Wins: 29 units in Independence, MO; 14 units in Owensboro, KY.

Challenges: Brand decision is made at the local level; therefore, local relationships and Dealer presence will only improve our status compared to our competition. Brand awareness is essential for success within the Unilever locations.

Competitive Landscape: Primary suppliers are Toyota and Hyster. A few locations do operate independent of corporate policy; therefore, local dealer contact is important.





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Next Steps: How Hyster Dealers can drive additional sales:

1. Call on the Unilever locations within your territory.
2. Work with the local plants to help identify cost saving opportunities. Offer to conduct a fleet survey to better assist their potential savings. Provide a value to them.
3. Express knowledge of the NA relationship, use the existence of that relationship to build trust and seek out those incremental opportunities – service, allied, etc.
4. Educate the facilities on the existing AC trucks and upcoming AC products- let's build some excitement or anticipation of the product.
5. Be proud on the Hyster product!

Sincerely,

Mark Hoch
Manager, National Accounts
Hyster Company

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