



HYSTER COMPANY

Americas Division

Hyster™ National Accounts Update – August 2006

Account: International Paper Company (Other IP companies: Arizona Chemical, Ace Packaging, Shorewood Packaging and, xpedx, which was covered in a separate letter)

Locations: Corporate HQ – Memphis, TN. 250 locations in North America (see attached facility listing)

Hyster Account Manager: Joe Grana 314-351-2380 or e-mail joe.grana@hyster.com

General Account Strategy: IP is the largest paper and wood products company in the U.S. Like other companies in their industry, they consume lift trucks and parts at an accelerated rate. They essentially turn their fleet over every 5 years. Fleet management is handled by a third party company called Universal Fleet Services, (UFS) located in Mobile, AL.

Current Opportunity: IP is one of Hyster's top 5 accounts and purchases nearly 400 trucks each year. They are currently streamlining their business groups and selling off their coated papers mills and wood products facilities. Trucks are leased for 3 – 5 years and parts, service and rental opportunities exist at most locations. Opportunities exist for not only Hyster products and services, but for allied equipment, as well.

Products/Applications: Paper Mills, Container Plants, Lumber and Wood Products operations.

Recent Wins: Newark, OH, Courtland, AL, Franklin, VA, Prattville, AL, Conway, AR and Texarkana, TX.

Challenges: Corporate contact is basically managing the leases and only gets involved when issues arise. Each facility makes the decision on which brand to select, so it is important to establish a strong relationship at the local level.

Competitive Landscape: Toyota, Cat/Mitsubishi, Nissan, Linde and Yale are all approved vendors. We need to pursue all opportunities, especially where they have a competitive brand preference.

Next Steps: How to drive incremental sales?

1. Be proactive and diligent in scheduling calls with these facilities.
2. Contact the facilities in your territory that are planning to replace lifts this year, based on the expiration listing and the location listing attached.
3. Target facilities using competitive trucks and introduce them to the Fortis advantages.
4. Dealer management should make regular visits to local facilities to reinforce interest in their operation.
5. Contact me for any additional information you may need to plan your sales activities.

Confidential – This information is only authorized for distribution to Hyster Authorized Dealers and Hyster Company.

Hyster, Toyota, Caterpillar, Mitsubishi, Nissan, Linde, and Yale are trademarks for their respective companies.

