



HYSTER COMPANY

National Accounts

Hyster™ National Accounts Update – August 2006

Account: Kohler Company, www.kohler.com

Address: Corporate HQ – Kohler, WI, 35 locations nationally

NAM: Mark Estock (252) 353-1015; mark.estock@hyster.com

Dealers: Nationwide locations

General Account Strategy: Leverage past success in CL 1, 3, 4, 5 to open additional opportunities across all truck classes. Focus selling opportunities on heart-of-the-line products by promoting performance, durability, and proven success within Kohler™ locations. Continue to strengthen local relationships built on solid service and support performance. Leverage our ability to provide a customized material handling equipment and support package, unmatched nationally by our competitors. Provide competitive Full Maintenance and Support programs.

Current Opportunity: Significant opportunities exist nationally in all CL 1, 3, 4, 5 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 2 opportunities exist where Raymond currently has a foothold. 90+% of all facilities have full maintenance contracts for mobile equipment, paired with the brand chosen; virtually all equipment is leased for 36-60 months depending on application and environment.

Products/Applications: Foundry, heavy and light manufacturing, dry distribution, and furniture handling.

Recent Wins: Spartanburg, SC (29 units); Huntsville, AL (14 units); Searcy, AR (11 units)

Challenges: Plant awareness of their material handling options is provided primarily by the local dealership's ability to promote Hyster lift truck and dealer solutions at many levels within each plant; those dealerships who provide continuous support and follow-up are awarded handsomely with lift truck, full maintenance contracts, parts, rental, and allied equipment business; final brand decisions are typically made locally with guidance provided by the corporate purchasing group.

Competitive Landscape: Hyster is the primary supplier for all classes, however Raymond continues to earn CL2 business in many of the distribution environments. Yale has recently been awarded business in Wisconsin due to Full Maintenance proposals and support programs by the local Yale dealer. Our ability to provide outstanding maintenance and support will position Hyster and our dealers for continued opportunities...and maintain our current position within the account.





HYSTER COMPANY

National Accounts

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 all classes of equipment...we have the best trucks in the market and the dealer support will earn us the current and future business.
3. DEMO, DEMO, DEMO!! Take along a pallet jack to demo with every counterbalanced truck opportunity. You may get a 2 for 1 opportunity by showing that you thought beyond the primary demo truck! Don't forget those CL 2 trucks!

Sincerely,

Mark A. Estock
Manager, National Accounts
Hyster Company

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

Hyster, Raymond, and Yale are trademarks for their respective companies.

