



HYSTER COMPANY

National Accounts

Hyster National Accounts Account Update – June 2006

Account: Proctor & Gamble

Address: Corporate offices in Cincinnati, OH – plant locations across US.

NAM: Ken Kinsella

Dealer: All - Nationwide

General Account Strategy: Maintain and improve share, eliminate poor lead time and initial quality perceptions from 2005, develop relationships (locally) with the third party logistics companies that have contractual outsourcing obligations for P&G, and make the Gillette integration a share growth opportunity for 2006.

Current Opportunity: This company news release from 5/3 sums up their current market position, and as their stock remains strong we will have continued opportunity for capitol sales. "The combination of strong top line momentum, improving gross margins and good progress on Gillette integration gives us the confidence to raise our Earnings Per Share outlook for the fiscal year," said Chairman of the Board, President and Chief Executive A. G. Lafley. "P&G is delivering strong, sustainable earnings growth despite Gillette dilution. Excluding Gillette, P&G is on track to deliver a fourth consecutive year of double digit EPS growth."

Products / Applications: Generally 4 wheel cushion - Electric and IC product in the 5, 000 to 7,000 lb range as well as commodity Narrow Isle products. Several unit sales in (5) 2006 with specialized Cascade Layer Picker attachment (+/- \$40,000 ea.) that affords substantially improved margin at the dealer level.

Recent Wins: With great dealer support we have booked 13 units in May – with several additional quotes that appear to have good closing opportunities.





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Challenges: P&G facilities have the ability (and have exercised it) to purchase outside of the National Account relationship, and plants have left Hyster for other brands. I find that many plants solicit competitive quotations with each bid. Lead time and SPED issues from 2005 have soured many plants and I find that I am continually challenged to “guarantee” lead time estimates. We have lost share over the years as P&G has outsourced its logistic needs to 3PL companies, and we need to insure that we understand each plants business as well as the decision makers.

Next Steps: How Hyster Dealers can drive additional sales: I would ask that the Dealer Sales force re assess their relationships with their plant contacts. Many P&G locations would benefit from embracing fleet management policies to a higher degree....think in terms of cost savings.

Sincerely,

Kenneth Kinsella

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