



HYSTER COMPANY

National Accounts

Hyster National Accounts Account Update – June 2006

Account: RR Donnelley

Address: Corporate HQ in Chicago, IL with plants across US

NAM: Mark Hoch (252.931.5409): e-mail; mark.hoch@hyster.com)

Dealer: All - Nationwide

General Account Strategy: Utilize Hyster's National Account and Dealer expertise in the paper industry. Provide customer cost savings through a competitive Hyster Fleet Program. Demonstrate these cost savings by promoting the value and competitive features of Hyster Equipment, the Dealer Network, and the National Account program. RR Donnelley's fleet is aging, and they are spending an excessive amount of money in maintenance. They are becoming aware of the total cost of ownership and are interested in leases with maintenance agreements.

Current Opportunity: RR Donnelley is beginning to understand that their current costs related to long term ownership are not aligned with industry trends, and that significant savings opportunities exist in a fleet replacement program. RR Donnelley corporate is indicating which locations are first in line for a fleet analysis, but we should not wait for corporate. We should be proactive - start the fleet analyses now!

Products / Applications: Commercial Print Lithography

Challenges: RR Donnelley has numerous locations throughout the U.S. Plant awareness of their material handling options is provided primarily by the local dealership's ability to aggressively promote Hyster lift trucks and dealer solutions. Final decisions are made locally with guidance by the corporate purchasing group. CAT has a strong presence in several locations. Local relationships and Dealer presence will only improve our status compared to our competition.

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





HYSTER COMPANY

National Accounts

Next Steps: How Hyster Dealers can drive additional sales:

1. Call on the RR Donnelley 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 Fortis trucks and upcoming Fortis products- let's build some excitement or anticipation of the product.

Sincerely,

Mark Hoch
Manager, National Accounts
Hyster Company

