



HYSTER COMPANY

Americas Division

Hyster National Accounts Account Update

Account: Smurfit-Stone Recycling

Address: Chicago, IL

NAM: Barry Morse (630) 655-5274
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General Account Strategy:

To promote our Fortis concept and aftermarket support to each recycling center.

Areas of strength:

Superior cooling, sealed brakes, auto-deceleration, power reversals, recycling package and parts availability.

Current Opportunity:

Smurfit's recycling centers will purchase up to 70 units in 2006. They currently use Linde 7000# and 9000# diesel pneumatics. Although Linde's trucks have performed well, they have failed to support their equipment in a timely fashion.

Smurfit has been impressed with our Fortis concept and field demonstrations to date. Our key to success with this account will be our superior service and parts response.

Successful Demonstrations:

Jacksonville, FL, St Louis, MO and Nashville, TN.

Competitive Landscape:

Linde has 90% of Smurfit's recycling business. Hyster has the remaining 10%

Next Steps:

1. Establish contact with your local recycling center. Each center's manager is aware of Hyster's improvement in equipment durability with our Fortis concept.
2. Continue to promote the differences between our Fortis product and our XM truck.
3. Promote your dealership's service and parts support. This is a key area of differentiation between Hyster and Linde because of Linde's general lack of aftermarket support.
4. Contact Barry Morse for all questions and pricing opportunity.

Sincerely,

National Accounts Manager

