



HYSTER COMPANY

Americas Division

Hyster™ National Accounts Update – July 2006

Account: Temple-Inland Corp. (also known as Inland Container, Inland Paperboard, Standard Gypsum, Gaylord Container, Bay Sheets, Crockett Container and other regional names)

Address: Corporate HQ – Austin, TX

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

Locations: Nationwide (see attached facility listing)

General Account Strategy: Temple-Inland is one of the largest paper and wood products companies 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 opportunities exist within Temple and need to be explored further. They will likely send out an RFP this fall in an effort to reduce the number of vendors to two or three and help leverage their annual spend. They are considering an online reverse auction to narrow the potential vendor list. We need to work hard on these locations to help insure our position as one of their approved vendors in 2007.

Current Opportunity: Temple-Inland is replacing about 200 lift trucks in 2006. Trucks are leased for 3 – 5 years and parts, service and rental opportunities exist at most locations. (Primarily Class IV & V user)

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

Recent Wins: Tracy, CA; Bogalusa, LA; Minden, LA; Lexington, SC; Diboll, 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. This could change as result of the reverse auction.

Competitive Landscape: Toyota, Cat/Mitsubishi, Nissan, Linde and Yale are all approved vendors. We need to be diligent in our pursuit of all opportunities, especially in locations where Hyster is not the brand of choice.

Next Steps: How to drive incremental sales?

1. Request letters of recommendation from customer facilities and send them to me. I will forward them to Temple-Inland corporate to help demonstrate the wide acceptance of Hyster products and services. These testimonials will illustrate why Hyster is the best truck brand for their needs, and help to provide Hyster with enhanced visibility during the reverse auction.
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. Visit facilities that aren't currently using Hyster and introduce them to the Fortis® advantages.
4. Dealer management should make regular visits to local facilities to reinforce Hyster's 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.

