



HYSTER COMPANY

Americas Division

Hyster National Accounts Update – May 2006

Account: xpedx – An International Paper Company

Address: Corporate HQ – Cincinnati, OH w/ over 200 locations nationally

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

General Account Strategy: xpedx is the paper products distribution arm for International Paper and also distributes other paper companies' products to retailers, printers and publishing companies. As part of International Paper, xpedx is extended all of the benefits of the national account agreement with IP. Hyster is an approved vendor and we are encouraged by IP and xpedx to promote our products within xpedx. Xpedx uses primarily class 2 and 3 products; however each facility uses class 1 and 4 products for paper roll handling and dock work. We have had success with the Fortis line which has been received. We have also had success selling the new W40Z "Freighter Special" which fulfills their requirements to have a pallet truck on their delivery trucks to unload customer orders.

Current Opportunity: Significant opportunities exist nationally in Class 1, 2, 3 & 4 applications; continued improvements in Hyster trucks and dealership performance are opening new opportunities for all product classes nationally; aggressive and frequent sales calls to uncover these opportunities are needed by the Hyster dealers to secure our participation. The sales potential with xpedx will give us opportunities to grow our market share and help to achieve our goals of 13% in 2006 and 15% in 2007 and restore Hyster to the industry leader in the U.S.

Products/Applications: Paper products storage and distribution centers.

Recent Wins: La Mirada, CA (4) S50FT; (14) W40Z Freighter Specials to various locations.

Challenges: We have a difficult task to displace Crown and Raymond within xpedx facilities. We will need to take steps to aggressively promote Hyster lift truck and dealer solutions at all levels within each plant. Those dealerships that provide continuous support and follow-up will have opportunities for additional parts, service, rental and allied equipment business. Final decisions are made locally with guidance provided by corporate purchasing.

Competitive Landscape: Crown, Raymond and to a lesser extent, Toyota are also approved vendors for xpedx. We need to be aggressive in the pursuit of any and all opportunities within xpedx in order to displace these competitive brands.

Next Steps: How to drive incremental sales?

1. Dealer sales reps and managers should make regular visits to the local facilities.
2. 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.
3. Become familiar with customer objectives and offer solutions that help them achieve their goals.
4. Take along a W40Z "Freighter Special" promotional flyer on xpedx sales calls and take along a W40Z to show with every truck you demo. They all have requirements for this truck, but they don't really know we have one to offer.
5. Contact me for any additional information you may need to plan your sales call.

