

The Hyster logo is displayed in white, bold, sans-serif capital letters on a black rectangular background.

TAKE IT TO EXTREMES

PI.B.

Product Information Bulletin

PIB Number: 03.0612a

Date: June 12, 2003

Series Impact: A495

Subject: NEW W20-25ZA SERIES INTRODUCTION

Description:

Hyster Company is pleased to announce the new W20-25ZA Masted Walkie Truck series. This new series is being added to our product line-up to target and meet the price and performance requirements for this market segment.

The new W20-25ZA product provides a cost effective solution for intermittent duty applications and will allow us to compete with Big Joe, Crown and Blue Giant model offerings.

As we begin the process of introducing this new product to our customers, we wish to ensure that you have the interim marketing tools for the new series. To this end, please find the following information attached.

- A complete set of standard price pages for this new product series. In the near future we will be providing the formal distribution of these pages, however they will be available on-line at www.hysterusa.com immediately. These price pages will be effective today, Thursday June 12, 2003. ***Please remember to refresh HERO by selecting the "completely reload tables" option in the download area of the price book thereby activating this series.***

By the end of July, your location will receive a combined Product Feature Brochure and Technical Guide for this product series. To assist you in the interim, we have provided a preliminary draft of the Technical Guide. In addition to these items, please take a moment to reference the key points below.

This new model includes the following features.

Control Handle and Ergonomics

- Finger-tip operated, push button lift lower controls
- Conveniently located hydraulic function controls integrated into the control handle minimizing operator wrist and arm rotation, reducing fatigue
- Transistor hydraulics and electro-hydraulic controls
- A low cost Turtle/ Creep Speed button option for low speed maneuvering in tight areas, with the tiller handle vertical.
- Low effort gas spring located in the control handle provides improved operator comfort and smoother return when stopping

Productivity / Performance

- User Selectable Performance Modes provide economy or performance settings based on the application needs, allowing the adjustment of acceleration, auto deceleration, top travel speed and creep or "turtle" speed
- Custom Performance Parameters are dealer adjustable and can be set-up using a handset or laptop to meet customer operational environment needs (speed limits, etc.)

- Hall Effect sensors provide infinite levels of acceleration and eliminate the maintenance associated with the use of potentiometers.
- Separately Excited Traction control system provides improved acceleration and speed control while limiting the required contactors.
- Variable, push button lift/lower controls located on the control handle provide precise load positioning.
- The W20ZA is standard with a 24 volt battery pack with on-board charger (similar to W40Z)
- The W25ZA truck comes ready to accept a 24 volt industrial battery (up to a 12-85-7, 255AH) – battery not included

Reliability / Serviceability

- The SEM controls with integrated transistor hydraulics provide improved traction and pump motor brush life, minimizing service time
- No forward/reverse or pump contactors to service resulting in reduced maintenance, better reliability -- 40% fewer electrical connections.
- This series incorporate components common to other Hyster series, e.g., the control compartment cover is made of the same impact resistant material as the W45Z providing better durability.
- Series uses the same drive unit and traction motor design as the W45Z
- Full diagnostics capability through use of the same handset service tool and laptop software used for the W40/45Z.
- An optional Multi-function display is available with hour meter, battery state of charge and fault code readout.
- Low battery interrupt without display is integrated into the SEM controller (horn beeps when using hoist and battery is low)

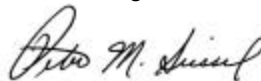
We are excited about the release of this very important addition to our Class III family and the many opportunities and competitive advantages these trucks will provide you. For further detail or assistance, please contact your Warehouse Product Manager, Regional Sales Manager or the Marketing Department.

Reminder: We have 21 units available for delivery by the end of July. **(11) W20ZA** units with 2 stage 110" masts, **(7) W20ZA** units with 2 stage 125" masts and **(3) W25ZA** units with 2 stage 110" masts.

These units will be available on a first come, first order basis for a one time introductory offer of 35% net discount. Once these units are gone, all other orders will be priced at the standard 27% net discount. For more information contact Julie Schafer at 252-931-5671.

As always, we appreciate the support of our distribution network and the sales organization.

Sincere Regards,



Peter M. Siessel
Vice President of Marketing – Hyster Company