DEALER MANAGED NATIONAL ACCOUNTS POLICY

This procedure is intended to address and detail the necessary steps for a dealer to designate and administer a Dealer Mangaged National Account (DMNA).

The process typically begins when a customer, with a large number of units purchasing potential and/or multiple locations, contacts a dealer for centralized purchasing or an annual buying contract. A dealer sales person could have targeted this customer for a DMNA purchasing relationship, as well. In either case the customer's purchasing location usually is in the "booking" dealers assigned territory. Exceptions may be applicable if discussed and agreed upon with Hyster Company in advance.

The dealer should request a letter from the customer stating the desire and commitment to centralize purchasing via the specific dealer. Typically a dealer will designate a primary and secondary contact within their sales organization. The dealer should ask for and provide a list of all locations and/or divisions to be included in the scope of the agreement. The dealer should send these pieces of information to Hyster Company.

The dealer would submit a list of models and potential quantities to Hyster Company to be considered for setting a pricing structure for a set period. Note that while discounts can be guaranteed for a specific time frame they are based on the "list" price in effect during the agreements life. A finalized copy of the agreement including attachments should be sent to the Hyster Company marketing group.

Hyster Company will issue a letter to all dealers effected advising them of a "Dealer Managed National Account letter of agreement". Included will be a list of locations or divisions. Internal distribution within Hyster Company is simultaneous with the field communication.

Customers and dealers typically utilize this marketing method to optimize communication, provide a single source for orders and questions. It provides for uniform pricing for all locations, as well as, one invoicing source. Consistent specifications, fleet management recommendations and leasing programs can be a plus, as can efficient, single source order entry and tracking.

The "booking" dealer's responsibility is to request specification information from the "delivering" dealer and to coordinate information throughout the process. A SC "special commitment" will be issued to include discount to the customer, a service fee (% of list) to the delivering dealer and an administration fee (% of list) for the booking dealer. The delivering dealer should inform the originating dealer upon initial delivery and file the appropriate warranty documents with NMHG. A Hyster Company co-op form, sample attached or an electronic equivalent is the preferred method of dealer-to-dealer communication.

ITA booking credit will be given to the ordering/invoicing dealer and "retail shipment (delivery)" credit based on the place of use.