



The Safe Choice

Hyster Company Price Change Training

April 21, 2008



Agenda

- What's changing?
 - New 20% standard discount across all products
 - New Fortis Price Book arrangement
 - April 21, 2008 Price Increase
- Demo of system changes
- Impact on Special Pricing Request
- New Pricing for Fortis 20 Program
- Impact on STR Fleet Program





The Safe Choice

What's changing?



What's changing?

- On April 21, 2008 the new Standard Dealer Discount will become 20% across all classes and series, including Jumbo products.
 - Options are now non-special discountable.
 - Additional discount (SC's) will only apply to the base capacity option.



Fortis™ Line of Lift Trucks

Hyster Price List

S40 - 70FT

	S40FT	S50FT	S55FTS	S60FT	S70FT
Model Option ↑	G00101	G00102	G00103	G00104	G00105
Nominal Capacity (lbs.) ↑	4000	5000	5500	6000	7000
Load Center (inches) ↑	24	24	24	24	24
Total Truck Weight (lbs.) ↑	7837	8621	9222	9838	10604
Option Indicator ↑	B	A	B	A	A
List Price ↑	\$20,930	\$21,060	\$29,170	\$24,630	\$29,230

Standard Features

FORTIS LPG CONFIGURATIONS							
<u>Engine</u>	<u>Transmission</u>	<u>Brakes</u>					
Mazda 2.2L	Electronically Controlled Powershift 1 spd	Drum	Std	Std	Std	Std	Std

MAST

	<u>MFH:</u>	<u>Inch</u>	<u>mm</u>		
2 Stg Limited Free Lift (S40-55FT)	129"	(3292)		Std	
" " " " (S60-70FT)	126"	(3209)			Std

CARRIAGE

38.5 in. (980mm) 2 Stage LFL	(S40-55FT)	Std	Std	Std	
" " " "	(S60-70FT)			Std	Std

TIRES

Drive Tires , Plain Tread, Standard Compound	21x7	21x7	21x8	21x8	21x9
Steer Tires , Plain Tread, Standard or High Load Compound	16x5	16x5	16x6	16x6	16x6 HL



What's changing?

- On April 21, 2008 the new Standard Dealer Discount will become 20% across all classes and series, including Jumbo products.
 - Options are now non-special discountable.
 - Additional discount (SC's) will only apply to the base capacity option.
 - Orders currently on the factory, as of end of business on April 20, 2008, will retain current discount structure.
 - Orders placed on the factory on and after April 21, 2008 will be subject to the new 20% standard dealer discount.
 - Open quotes as of April 21, 2008 must be opened in e-Hero, configured to recalculate, and saved to apply the new pricing structure.
 - SC requests on file as of midnight April 20, 2008 will be ended and recalculated based on the new pricing structure.
 - Hyster Company will recalculate each SC request, approve, and return back to the Dealer.
 - This process will occur on April 21–22, 2008.



What's changing?

- New Fortis Price Book arrangement
 - The base capacity options on all Fortis Products will now have the Powershift transmission as the standard offering (prior was DuraMatch transmission).
 - This configuration is now common to our most aggressive competitors and therefore provides an entry level truck at a competitive price.
 - Up-selling to enhanced options are now “add-ons” and non-special discountable.
 - New A, B, C lead time indicators. Lead time will be published as done currently.
 - New Option bundles.
 - Enhance eHERO for better impact (more meaningful descriptions, consistent option price, and location for options, ...)



What's changing – New Price Book arrangement

Price Pages

Before



Fortis™ Line of Lift Trucks

Hyster Company Price List

H40 - 70FT

Model Option	⇒	G00101	G00102	G00103	G00105
Nominal Capacity (lbs.)	⇒	4000	5000	6000	7000
Load Center (inches)	⇒	24	24	24	24
Total Truck Weight (lbs.)	⇒	7910	9670	9675	10370
List Price	⇒	\$32,275	\$33,440	\$36,250	\$41,900

Standard Features

FORTIS ADVANCE LPG CONFIGURATIONS

Engine	Transmission	Brakes
Mazda 2.2L	DuraMatch™ Electronic 1 spd	Drum
GM 2.4L	DuraMatch™ Electronic 1 spd	Drum

MAST	MEH	Inch	mm
2 Stg Limited Free Lift (H40-50FT)	129"	(3292)	
" " " " (H60-70FT)	126"	(3209)	

CARRIAGE	(H40-50FT)	(H60-70FT)
42 in. (1067 mm) 2 Stage LFL		
" " " " (H60-70FT)		

TIRES	Drive Tires	Steer Tires
Single Drive, pneumatic	7.00x12	6.00x9
Pneumatic	6.00x9	6.50x10

ADDITIONAL STANDARD FEATURES

42" Standard Taper Pallet Forks
Load Backrest Extension - 48" high
6' forward / 6' back tilt
Cowl Mounted Mechanical Hydraulic Control Levers
3 Function (1 Aux.) Valve For Non-Clamping Attachments
Radiator (see Radiator Section of Options)
Swing Out LPG Tank Bracket
U.L. Classification LP
Tall Overhead Guard
12" Steering Wheel with Wheel Spinner Knob
Keyswitch Start with Anti-restart
MONOTROL™ Pedal
Non-suspension Vinyl Seat
Single pedal inch brake

High Air Intake
Low Fuel Indicator
Hyster Stability Mechanism™
Integrated Dashboard Display
Adjustable Steering Column
Power Steering
DuraTread FloorMat
Operator Restraint System
Non-cinch seat belts
Integral Tie Downs
Operating Manual
12 Months / 2,000 Hours Manufacturer's Warranty
24 Months / 4,000 Hours Manufacturer's Powertrain Warranty

After



Fortis™ Line of Lift Trucks

Hyster Price List

H40 - 70FT

		H40FT	H50FT	H60FT	H70FT
Model Option	⇒	G00101	G00102	G00103	G00105
Nominal Capacity (lbs.)	⇒	4000	5000	6000	7000
Load Center (inches)	⇒	24	24	24	24
Total Truck Weight (lbs.)	⇒	7910	8670	9675	10370
Option Indicator	⇒	B	A	A	A
List Price	⇒	\$22,460	\$23,100	\$25,690	\$28,520

Standard Features

FORTIS ADVANCE LPG CONFIGURATIONS

Engine	Transmission	Brakes
Mazda 2.2L	Electronic Powershift 1 Spd.	Drum

MAST	MEH	Inch	mm
2 Stg Limited Free Lift (H40-50FT)	129"	(3292)	
" " " " (H60-70FT)	126"	(3209)	

CARRIAGE	(H40-50FT)	(H60-70FT)
42 in. (1067 mm) 2 Stage LFL		
" " " " (H60-70FT)		

TIRES	Drive Tires	Steer Tires
Single Drive, pneumatic	7.00x12	6.00x9
Pneumatic	6.00x9	6.50x10

ADDITIONAL STANDARD FEATURES

42" Standard Taper Pallet Forks
Load Backrest Extension - 48" high
6' forward / 6' back tilt
Cowl Mounted Mechanical Hydraulic Control Levers
3 Function (1 Aux.) Valve For Non-Clamping Attachments
Radiator (see Radiator Section of Options)
Swing Out LPG Tank Bracket
U.L. Classification LP
Tall Overhead Guard
12" Steering Wheel with Wheel Spinner Knob
Keyswitch Start with Anti-restart
MONOTROL™ Pedal
Non-suspension Vinyl Seat
Single pedal inch brake

High Air Intake
Low Fuel Indicator
Hyster Stability Mechanism™
Integrated Dashboard Display
Adjustable Steering Column
Power Steering
DuraTread FloorMat
Operator Restraint System
Non-cinch seat belts
Integral Tie Downs
Operating Manual
12 Months / 2,000 Hours Manufacturer's Warranty
24 Months / 4,000 Hours Manufacturer's Powertrain Warranty

**Lower List
Prices at 20%
Std. Discount
Rounded to
10**

Price Pages – Lead Time Indicator and List Prices...

H40 - 70FT		Option Indicator	Option #	Price	Weight (lbs.)
FORKS				Forks Per Pair	
Class III Hook type - Standard Taper (H60-70FT)					
50mm x 125mm (2" x 4.9") 36" (914mm) Long		A	G15906	N/C	280
" " " 42" (1067mm) Long		A	G15907	Std	310
" " " 48" (1220mm) Long		A	G15908	\$50	345
" " " 54" (1370mm) Long		A	G15909	100	375
" " " 60" (1520mm) Long		A	G15910	150	410
" " " 72" (1830mm) Long		A	G15911	240	475
Class III Hook type - Polished And Full-Bottom Tapered					
45mm x 180mm (1.8" x 7.1") 42" (1067mm) Long		A	G15915	150	340
" " " 47.5" (1210mm) Long		A	G15916	220	360
" " " 54" (1370mm) Long		A	G15917	280	385
Less Forks - Class III (H60-70FT)		-	G15999	(300)	
LOAD BACKREST EXTENSION - 48" HIGH					
Width 42" (1067mm) Class II (H40-50FT)		A	G1500Y	Std	90
Width 48" (1219mm) Class II (H40-50FT)		B	G1501X	20	105
Width 42" (1067mm) Class III (H60-70FT)		A	G15003	Std	90
Width 48" (1219mm) Class III (H60-70FT)		B	G15013	20	105
Less Load Backrest Extension (H40-70FT)		A	G15099	(110)	
NOTE: By selecting option G15099, the dealer certifies that Policy Rules on Page V are met.					
MAST TILT					
10' fwd / 6' back Bottlers tilt		B	G1470X	150	
6' fwd / 10' back (Not available with 3 Stage FFL Mast)		B	G1471X	40	
6' fwd / 6' back		A	G1472X	Std	
HYDRAULIC CONTROLS					
Cowl Mounted Mechanical Levers (NOTE: Not available with DuraMatch Plus2 transmissions)		A	G20701	Std	
The following options are not available with non suspension seats:					
TouchPoint Mini-Levers Without Return To Set (RTS) Tilt		A	G20702	790	
" " " With Return To Set (RTS) Tilt		B	G20703	1,310	
HYDRAULIC VALVE					
3 Function (1 Aux.) For Clamping Attachments		B	G2100X	N/C	

Rounded to 10 for easy calculation

Lead Time Indicator for Better Delivery Estimates

Option Bundles

- Several new bundles created to help up-sell
- Bundles created based on feedback received during research, dealer visits, and WebEx presentations to dealer personnel

TAKE ADVANTAGE OF SAVINGS!!!

PASS THE WORD!!!

INCLUDE THEM IN EVERY QUOTE!!!

OPTION BUNDLES			
Ergonomic Bundle SAVE 25% (Compared to individual options ordered separately) Includes: Rear Drive Handle with Horn Button; Full Suspension Swivel Vinyl Seat; and EZXChange™ Swing Out and Drop-Down LPG Tank Bracket Not Available with Electronic Powershift Transmission	A	G29050	830
Truck Care Bundle SAVE 25% (Compared to individual options ordered separately) Includes: Premium Monitoring; Traction Speed Limiter; and Load Weight Display Requires Touch Point Minilever Hydraulic Controls Not Available with Electronic Powershift Transmission or Cowl Mounted Lever Hydraulics	A	G29051	1,040
Operator Accountability Bundle SAVE 40% (Compared to individual options ordered separately) Includes: Premium Monitoring; Operator Password; and Operator Pre-Shift Checklist Not Available with Electronic Powershift Transmission	A	G29052	570
Safe Choice Bundle SAVE 35% (On non-warranty options; Compared to individual options ordered separately) Includes Premium Monitoring; Powertrain Protection System; and a 2 year/ 4000 hour Extended Warranty Not Available with Electronic Powershift Transmission Note: The Extended Warranty is only available in the Safe Choice Bundle. That Extended Warranty will be itemized separately on the invoice and is included in the price shown above.	A	G29053	920

List Prices subject to 20% standard discount only.



eHero – Bundle Tab

Address: http://172.19.16.47/nmhg/en/US/direct/matrix

HYSTER QA Environment

Customers Logout

Home Quotes Orders Templates SPED Discounts Allied Product Catalog

Product Configurator Thursday, February 21, 2008

Model Powertrain Chassis Lifting Options **Bundles** Accessories Warranty Miscellaneous

Configured Summary

Model
G00102 - MODEL: S50FT
Qty: 1 Price: \$31,265.00

Powertrain
G00323 - FORTISADV+: LPG
GM 2.4L DURAM ISPD
Qty: 1 Price: \$2,545.00

G0101X - SYSTEM MONITORING
Qty: 1 Price: \$0.00

G01801 - HOOD NON VENTED
Qty: 1 Price: \$0.00

G02201 - START: WITH KEY SWITCH
Qty: 1 Price: \$0.00

G0302X - RAD: ANTI-CLOG W/COOLER W/PREM XMSN
Qty: 1 Price: \$0.00

G05401 - HIGH AIR INTAKE: WITHOUT PRECLEANER
Qty: 1 Price: \$0.00

Chassis
G0601X - DIRECTIONAL CONTROL: LEVER
Qty: 1 Price: \$0.00

G0840X - LPG TANK BRKT: SWING OUT
Qty: 1 Price: \$0.00

G0930X - UL APPROVAL: TYPE

Customer Information: Stan Gray **Quote Number:** 47-9641147
CompanyName - Stan Gray

 **Base Product Name:** 5,000 LB. CUSHION ICE
Model Number: S50FT
Description: 5,000 LB. CUSHION ICE
Total Price as Configured: \$38,300.00

Actions:
Save
Search:
Search

Legend: [More info](#)
Complete Error Required Resolve Incompatible Rule Pick Standard Option

Available Bundles Options:

Description:	Quantity:	Price:	Confirm:
OPTION BUNDLES X290 Below:			
None	\$0.00		

Price as configured: \$38,300.00

Legend: [More info](#)
Complete Error Required Resolve Incompatible Rule Pick Standard Option

Done Local intranet



eHero – Option Descriptions

Quote No: 47-10655547

Date : 4/14/08

page 2

Highlights

HYSTER FORTIS PNEUMATIC TIRE FORKLIFT MODEL H50FT: Nominal 5000 lb capacity at 24" load center. Fortis trucks feature low operating costs, superior ergonomics, greater dependability, and exceptional productivity. Standard Equipment includes: Hyster Stability Mechanism, Integrated Dashboard Display, Operator Restraint System, Infinitely Adjustable Steering Column, Low Fuel Indicator and Durtread Floormat. Standard Warranty: 12 month / 2,000 hours on truck 24 month / 4,000 hours on powertrain (see warranty statement for details).

POWERTRAIN: Fortis. Mazda 2.2L LPG EPA Emissions Certified Engine with Electronic Fuel Injection. Provides outstanding fuel economy and performance in a heavy-duty industrial grade design. Basic Powershift 1-speed Transmission with long-life clutch packs, electronic inching and control. Equipped with Self-Energizing drum brakes for excellent stopping power with minimal brake pedal effort.

5000 Lb nominal capacity equipped with a Mazda engine

EXHAUST: Counterweight Rear Exhaust

ENGINE: Mazda 2.2L LPG EPA Emissions Certified

BRAKES: Drum Brakes.

SYSTEM MONITORING MAZDA LPG

HOOD: Non-Vented

TRANSMISSION: Powershift, 1-Speed

MAST: 3 Stage Full Free Lift (FFL) 171"/78"/54"/220"

What's changing?

- April 21, 2008 Price Increase
 - 3.5% on all Class I, II, III, and IV trucks, as well as 1-8 Ton Class V trucks.
 - Pricing on 17,000 lbs. and higher Class V trucks is not affected by this announcement.
 - List Price increase will take effect on all orders received on or after April 21, 2008.
 - All Customer and Rental orders received through April 20, 2008 will be price protected at current pricing levels. Customer and Rental orders received on or after April 21, 2008 are subject to the list price increase.
 - All new Stock orders received on or after March 20, 2008 will be subject to the list price increase. Price protection is available as follows:
 - All Hyster Dealer “Stock On Order” as of March 19, 2008, will be price protected.
 - All Hyster Dealer Stock orders received between March 20, 2008 and April 20, 2008 will be price protected if converted to a Customer or Rental order by the close of business on April 20, 2008.
 - All Fortis 20 stock trucks on order as of March 19, 2008, will be protected at the current program price. Fortis 20 orders received on or after March 20, 2008 will be subject to the list price increase.
 - This change will be concurrent with our previously announced plan to implement a standardized discount structure across all models effective with new orders received on or after April 21, 2008.
 - New price pages will be available through the Hyster Dealer Secure Site at www.hysteramericas.com prior to April 21, 2008.





The Safe Choice

System Demo



Date: 4/14/08

Expiration Date: 5/8/2008

New

View Models: H50FT -1 ▾

View Page: Model ▾

Customer Information:

James Perry
AJAX Industrial Co.

Quote Number:

47-10658547



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Series Number: L177
Model Number: H50FT -1

Description:
H50FT

Quantity:
1

Status:

[Open]

Actions:

Save

- [Profit Details](#)

- [Print View](#)

Factory Options

Discount Type:	Custom Discount ▾	Dealer Cost:	Customer Price:	Ext. Dealer Cost:	Ext. Customer Price:
<u>FACTORY OPTIONS:</u>		\$25730.00	\$25730.00	\$25730.00	\$25730.00
Discount to Customer:	26.43 \$6450.86		-\$6450.86		-\$6450.86
Discount to Dealer:	3.56 \$914.91				
Discount to Delivery Dealer:	0.00 \$0.00				
Total Discount:	29.99 \$7365.77	-\$7365.77		-\$7365.77	
Factory Net:		\$18364.23	\$19279.14	\$18364.23	\$19279.14
Factory Net:	Reset Default Conv. Rate				
Conv. Rate	1.0	\$18364.23	\$19279.14	\$18364.23	\$19279.14



The Safe Choice

Date: 4/14/08

Expiration Date: 5/8/2008

View Models: H50FT -1

View Page: Options

Customer Information:

James Perry
AJAX Industrial Co.

Quote Number:

47-10658547



Series Number:

L177

Model Number:

H50FT -1

Description:

H50FT

Quantity:

1

Disc. To Customer:

26.43

Disc. To Dealer:

3.56

Disc. To Del Dealer:

0.00

Status:

[Open]

Actions:

[Save](#)

Factory Options

Option Code / Description	List Price:	Qty.	Ext. Price:	Factory Discount:	Dealer Cost:	Dlr Comm (%):	Dlr Comm (\$):	Customer Discount:	Customer Price:
[G00102] MODEL: H50FT	\$22,280.00	1	\$22,280.00	29.99	\$15,598.23	3.56	\$793.17	26.43	\$16,391.40
[G0030E] FORTIS: LPG MAZDA 2.2L PS 1SPD DRUM	\$0.00	1	\$0.00	20	\$0.00	3.56	\$0.00	16.44	\$0.00
[G00712] FUEL TYPE : 50 MAZDA LPG	\$0.00	1	\$0.00	20	\$0.00	3.56	\$0.00	16.44	\$0.00
[G10560] MAST: 3 STG FFL 78/1718quot; (1970/4350) CL2	\$1,400.00	1	\$1,400.00	20	\$1,120.00	3.56	\$49.84	16.44	\$1,169.84
[G14721] MAST TILT: 6 FWD/6 BACK 40-50	\$0.00	1	\$0.00	20	\$0.00	3.56	\$0.00	16.44	\$0.00
[G12012] INTEGRAL SS: CRG:488quot; (1219MM)3STG FFL <CL2	\$600.00	1	\$600.00	20	\$480.00	3.56	\$21.36	16.44	\$501.36
[G15902] FORKS: 40X100X1067MM (1.6X3.9X428quot;)CL2	\$0.00	1	\$0.00	20	\$0.00	3.56	\$0.00	16.44	\$0.00
[G15012] LBR:488quot;(1219MM)CL2 ISS CARR ONLY	\$20.00	1	\$20.00	20	\$16.00	3.56	\$0.71	16.44	\$16.71
[G14405] 1 AUX HOSE -GRP: 3STG FFL MAST	\$500.00	1	\$500.00	20	\$400.00	3.56	\$17.80	16.44	\$417.80



The Safe Choice

Impact on Special Pricing Request

- All active SC's on file as of midnight on April 20, 2008 will be end dated and recalculated based on the new pricing structure.
 - Hyster Company will recalculate each SC request, approve, and return back to the Dealer.
 - This process will occur on April 21–22, 2008.

New Pricing for Fortis 20 Program

- New Price for all Fortis 20 units ordered on or after March 20, 2008 is as follows:

Option Code	Current Net Price	Updated Net Price	Model
FT2040	\$ 16,625	\$ 17,205	S40FT
FT2050	\$ 16,800	\$ 17,390	S50FT
FT2060	\$ 19,550	\$ 20,235	S60FT
FT2070	\$ 22,050	\$ 22,825	S70FT
FT2040	\$ 17,890	\$ 18,515	H40FT
FT2050	\$ 18,550	\$ 19,200	H50FT
FT2060	\$ 20,250	\$ 20,960	H60FT
FT2070	\$ 22,550	\$ 23,340	H70FT

- On April 21, 2008, Fortis 20 orders placed on the factory between March 20, 2008 and April 20, 2008 will be uplifted to the new pricing above.



Impact on STR Fleet Program

- All new STR Fleet orders placed on or after April 21, 2008 will be placed under the new discount schedule.
- On April 21, 2008, Hyster Company will publish the equivalent discount by class/series and the new program codes required to place new STR Fleet units.



It's QUESTION TIME...

