

Rental Replacement Program **Extended**

An Important Program Announcement from Hyster Company – Greenville, North Carolina.



Date:
October 1, 2007

To:
Hyster Dealer Principals,
Branch Managers,
Sales Managers, and
Sales Administrators

cc:
Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:
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Program Description

Hyster Company is pleased to announce the extension of the 2007 Short-term Rental (STR) Replacement Program. This program will continue to provide an avenue for pure Rental Fleet replenishment for Dealers who commit to a 15% turn in their STR fleet in 2007. The 2007 program also offers an extra incentive for Dealers who commit to more than a 15% turn of their STR fleet.

All units Retail Booked in 2007 under the program will count toward your **Up Front & Down Under Targets.**

Program Highlights

- Program effective immediately (Rental units ordered in 2007 prior to this announcement will be protected under this program) - ends December 14, 2007.
- Program covers all Hyster new unit models.
- Dealers must commit to replacement of 15% of STR Fleet in 2007 to receive an additional 3% discount above the current standard dealer net discount.
- Dealers that order STR Fleet volume equal to a 20%-or greater "turn ratio" by December 14, 2007 will receive an additional 2% discount rebate on all units greater than the 15% "turn". The additional 2% discount (totaling 5%) will be credited upon achievement of the 20% turn quantity.
- Signed commitment documents on file with Hyster Company, Greenville, NC will remain in place as submitted.
- Dealers participating in the program may convert SOO and SOH units to their rental fleet and receive the additional discount. Please submit requests for stock units on hand through the normal Application for Additional Discount process.
- Dealers who chose not to participate will be able to order short-term units at the standard Dealer net discount anytime during 2007.
- Dealers dropping below their commitment will be billed back for the additional discount received under the program.
- All units under the program must stay in the Dealer rental fleet for one year from the date of installation.
- Units qualify for the 1% 10-day cash discount. Dealers may not utilize any other Hyster special pricing program with these units.
- All units ordered under the program must be ordered with the following program code to receive the additional discount.

Dealer	Program Code
US	UR7
Canadian	CR7

- Dealers participating in the program are eligible for the following from Hyster Capital:
 - o Wholesale financing for rental fleet acquisitions at a reduced borrowing rate of US Prime. The standard wholesale financing program rate is US Prime plus 50 basis points. US Prime is presently 7.75%.
 - o Special Retail Rental Lease financing at a subsidized rate of 5.9% which will free working capital for further STR Fleet growth.
- Orders are subject to audit for adherence to program policies.
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.

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