

Marketing Program Announcements

Below you will find Hyster Company Program Announcements and updates. Programs are listed in order by expiration date. Please click on the links below each program description for detailed information.(These are pdf files and require Adobe Reader to view or print.)

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Program / Description	Announcement Date	Expiration Date
2007 Rental Replacement Program PROGRAM EXTENDED! - A program designed to provide an avenue for pure Rental Fleet replenishment for dealers who commit to a 15% turn in their STR fleet in 2007. Signed commitment documents must be returned to Hyster Company by 2/24/2007 2007 Rental Replacement Announcement <u>EXTENDED Program Announcement (10/1/2007)</u> Commitment Document	2/12/2007	12/14/2007
S/H80-120FT Special Offerings Program Special Pricing Requests now available for one or more units and Free Wet Disc Brake upgrade. S/H80-120FT Announcement	9/17/2007	12/14/2007
Walkie Program Continuum+ PROGRAM EXTENDED! Program effective through 8/31/07 12/14/2007 for all Retail bookings for the W40Z Program Announcement Extended Program Announcement (9/11/07)	5/23/2007	8/31/2007 Extended To 12/14/2007
Electric Accelerator Program Additional 5% discount above Standard Dealer Net on E45-65Z, E70-120Z-100ZS and the J30-40ZT series. Electric Accelerator Program Announcement	9/13/2007	12/14/2007
Up Front & Down Under This program is designed to pay Deferred Margin "Up Front" and provide a celebration "Down Under" to winning Dealer Principals. Up Front & Down Under Announcement	2/8/2006	12/31/2007
Stock Replacement Program This program offers an additional discount on current stock on hand converted to a retail booking prior to 12/31/2007. Stock Replacement Program Announcement Stock Replacement Reimbursement Form	10/23/2007	12/31/2007
Fortis® Push/Pull Program A program offering attractive discounts for all Fortis 1-3 Ton Factory Orders placed by 10/19/2007 combined with a Conquest Account Rebate Program. Fortis Push/Pull Announcement	9/13/2007	Rebate - 12/31/2007 Discount 10/19/2007

HD Extended Warranty Extended transmission warranty available on H170-360HD retail units booked between 9/13/2007 and 12/31/2007 HD Extended Warranty Announcement	9/13/2007	12/31/2007
Hyster Price Updates Important announcement regarding Hyster Price Updates. One will be effective 1/10/07 with the other effective 2/15/07. There are also 3 teleconferences scheduled to answer questions regarding this announcement. Click the link below to view the announcement. Hyster Price Updates Announcement	1/8/2007	Ongoing
Financial Commitment Process Change - Effective Immediately FCs will no longer be faxed in for approval. All FCs will be approved and transmitted via the Dealer Network. FC Process Announcement	12/12/2006	Ongoing
Hyster Price Increase - New EPA regulations beginning 1/1/2007 will impact the cost basis for all forklift manufacturers. This announcement lists the Hyster series that will be impacted. Hyster Price Increase Announcement	10/2/2006	Ongoing
Dealer Inventory Pool Program A program designed to provide participating Hyster Dealers with quick access to over 800 units to service their customers' needs. Pool Program Announcement	6/20/2006	Ongoing
Expired Programs	Announcement Date	Expiration Date
Reach Truck Retail Availability A program offering a special program discount of 39% off for any Reach Truck demo unit. Reach Truck Retail Availability Announcement	9/13/2007	9/28/2007
Up Front & Down Under - The Home Stretch Retail Availability Improvement Program - Additional production capacity. Retail Availability Improvement Program Announcement	7/19/2007	7/27/2007
Forward Order Program A program designed to ensure competitive retail availability by offering a 2% discount above current standard Dealer Net. Forward Order Program Announcement	5/23/2007	6/30/2007