

Electric Accelerator Program

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



Date:
September 13, 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:
Kelly Smith
Hyster Company
252-931-7895



Description

Hyster Company is pleased to announce an additional 5% above Standard Dealer Net Discount on the E45-65Z, E70-120Z-100ZS and the J30-40ZT series for all units booked for Retail or Stock between now and December 14, 2007.

This program will be an excellent tool in increasing sales volume on less than six (6) unit transactions which will assist with our mutual Retail Market Share Growth Initiative.

Program Highlights

- Program effective from announcement date through December 14, 2007.
- Additional **5 %** discount above Standard Dealer Net is available on program series for all Retail or Stock units booked between announcement date and December 14, 2007 by using program code **EAN** for North American orders and **EAC** for Canadian orders.
- The discount offered is the **final** discount and is therefore **exempt** from pricing audits and has unlimited margin potential.
- Requests for Special Pricing (SCs) and Financial Commitments (FCs) are available for transactions of six (6) or more units. The Program discount will be taken into consideration when determining the approved SC discount. Once SC pricing is approved, the transaction is therefore subject to the Special Pricing Audit Policy.
- Cancellations will follow the current Hyster Sales Policy relating to cancellations on products. Units on order **may not** be cancelled to re-book under Program.
- Hyster Company reserves the right to modify, change, or cancel this program at any time.
- Contact your Regional Sales Manager regarding any questions pertaining to this program.

Method of Tracking

- Dealers are to submit Applications for Additional Discount for Stock on Hand which qualify under the program. Please submit these requests to Elaine Bell at e.bell@hyster.com.

Please remember to refresh HERO by selecting the "completely reload tables" option in the price book download area, thereby capturing the change to this series. For those Dealers utilizing the eHERO system, the price book pages update automatically.

CONFIDENTIAL MATERIAL

For use by Hyster Employees and Authorized Hyster Dealers only.
Do not copy or distribute.