

# Equator Bank Program



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



**Date:**

November 16, 2007

**To:**

Hyster Dealer Principals,  
Sales Management, and  
Sales Managers

**cc:**

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

**From:**

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## Program Details

Hyster Company is pleased to announce Equator Bank – a 2008–2009 Hyster Incentive Program designed to achieve a National Share of 13% in 2008 and 14% in 2009. This program will provide an incentive trip **“to the Equator”** as a celebration for all winners achieving their 2008 and 2009 unit volume targets. The trip will occur after the completion of the two-year period.

Each Dealer will be given a base target and a stretch target (5% above base objective) for the year 2008. Targets will be adjusted quarterly if the market fluctuates by  $\pm 10\%$ . Targets include Dealer and National Account Retail Bookings.

Dealers achieving their targets will have the opportunity to earn two trips:

- One for the Dealer Principal who achieves the base target **and** a minimum of two quarterly goals each year for the two-year period, and
- One trip for the Sales Manager who achieves the stretch target for the two-year program period.

Each trip earned will be an exclusive event for two (2) people.

Specific Dealer targets were released at the recent Hyster Dealer Plan Meetings. Please contact your Regional Sales VP or Regional Sales Manager if you need more information regarding your targets.

Program effective date is January 1, 2008 through December 31, 2009.

Dealers with a target of less than 50 units are not eligible to participate in the program.

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