

Fortis “20” 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 the 2008 Fortis “20” Program. This program will allow for a unit allocation of the S40-70FT and the H40-70FT series at a special program price.

Individual Dealer allocations will be made as follows:

1. General Allocation - All Dealers will be allocated two percent (2%) of their 2008 Equator Bank target, and
2. Achievement of UFDU Base Target – Dealers achieving their 2007 UFDU base objective will be allocated five percent (5%) of their 2008 Equator Bank base target as an additional allocation under the program, and
3. Achievement of UFDU stretch target – Dealers achieving their 2007 UFDU stretch objective will be allocated 10% of their 2008 Equator Bank base target as an additional allocation under the program.

Beginning in January 2008, Dealers will earn the ability to place a maximum of 20% of their total allocation on a monthly basis based on their prior month sales of traditional Fortis product.

- December 2007 Fortis sales volume will set the allocation draw for placement of January 2008 orders.
- Orders for monthly earned allocations must be placed on the factory by the **10th** working day of each month or the Dealer will forfeit their current month earned allocation. All orders are non-cancelable and will be slotted based on factory availability. No changes will be allowed.
- The terminology of “monthly sales” refers to the number of traditional Fortis products booked at Retail during the month. Traditional Fortis monthly sales do not include sales of Fortis “20” units.

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Program Highlight

- Orders placed under the Fortis "20" Program must be base configurations as documented within the January 1, 2008 Hyster Price Book Pages. No SPED or enhanced options will be allowed.
 - o Further information will be released January 7, 2008 which will include instructions on how to order Fortis "20" units.
- On January 7, 2008, Hyster Company will release each individual Dealer's final Fortis "20" allocation. This will be a one-time calculation, finalized upon review and verification of each Dealer's performance under the 2007 UFDU program.
- Fortis "20" units must be sold in each Dealer's respective territory. Units are non-transferable and therefore not eligible for the Pool program.

Examples of how allocation may be earned:

Dealer ABC			
50		← Fortis "20" Allocation	
Fortis Booking Month	Traditional Fortis Retail Bookings	Maximum Fortis "20" Draw	Order Placed by Month (or forfeited by Dealer)
December 2007	20	4	January 2008
January 2008	8	2	February 2008
February 2008	14	3	March 2008
March 2008	10	2	April 2008
April 2008	10	2	May 2008
May 2008	14	3	June 2008
June 2008	23	5	July 2008
July 2008	22	4	August 2008
August 2008	20	4	September 2008
September 2008	10	2	October 2008
October 2008	12	2	November 2008
November 2008	15	3	December 2008
December 2008	12	2	January 2009
		38	
Unearned allocation - automatically forfeited		→	12

Dealer DEF			
75		← Fortis "20" Allocation	
Fortis Booking Month	Traditional Fortis Retail Bookings	Maximum Fortis "20" Draw	Order Placed by Month (or forfeited by Dealer)
December 2007	25	5	January 2008
January 2008	35	7	February 2008
February 2008	35	7	March 2008
March 2008	45	9	April 2008
April 2008	35	7	May 2008
May 2008	35	7	June 2008
June 2008	35	7	July 2008
July 2008	45	9	August 2008
August 2008	55	11	September 2008
September 2008	35	6	October 2008
October 2008	38	0	November 2008
November 2008	31	0	December 2008
December 2008	44	0	January 2009
		75	
Unearned allocation - automatically forfeited		→	0

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