

Fortis Push/Pull Program

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

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Date:
September 13, 2007

To:
Hyster Dealer Principals
and Sales Management

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

From:
Kelly A. Smith
Hyster Company
252-931-7895



Hyster Company is pleased to announce a Fortis Push/Pull Program. This program will offer an attractive Program **discount for all Fortis 1-3 Ton Factory orders** placed prior to **October 19, 2007**, combined with a **Conquest account program of \$500 per unit for all 1-8 Ton Product** through **December 31, 2007**.

All units ordered under the program between the announcement date
and **October 19, 2007** will be discounted as follows:

<u>Applicable Program Series</u>	<u>Program Pricing</u>	<u>North American Program Code</u>	<u>Canadian Program Code</u>
S30-40FT/S	Standard Dealer Net + 3%	NP7	CP7
H30-40FT/S	Standard Dealer Net + 3%	NP7	CP7
S40-70FT	Standard Dealer Net + 2%	NP7	CP7
H40-70FT	Standard Dealer Net + 2%	NP7	CP7

1-3 Ton Special Program Discount Guidelines

- All orders placed under the program are non-cancelable.
- There are no minimum or maximum order quantities under the program.
- Units may be ordered for Stock, Customer, or Long-term rentals. Program **does not** apply to Short-term rental units.
- All units ordered under the program will be slotted based on first availability.
- All units ordered under the program are program priced and will not be selected for audit.
- Special pricing requests, for six (6) or more units, to convert program units to a Retail customer become subject to the special pricing audit process.
- All units ordered under the program **must** be ordered with the program codes listed to receive the additional discount.
- Current Stock on Hand **will not** be eligible for the program discount.
- Cancellations will not be accepted for current program series on order with the Factory as of the announcement date.
- Program units qualify for the 1%/10-day cash discount.

1-8 Ton Retail Conquest Account Program Guidelines

- All Conquest Accounts presented to and approved by Hyster will qualify for a \$500 per truck rebate. A conquest account is identified as any customer not sold to within the prior five (5) years.
- Requests to qualify a customer under the Program should be directed to Claudia Wiggins at [cwigg@hyster.com](mailto:cwiggi@hyster.com).
 - If applying for SC pricing, in addition to the Conquest Rebate, please record a comment within the SC request.
 - \$500 Rebate will be credited to the Dealer upon Retail installation.
 - Rebate can be used in conjunction with the special discount offered above on stock purchases once converted to Retail.

Hyster Company reserves the right to review, modify, and / or cancel this program at any time.

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.