

Reach Truck Retail Availability

An Important Program 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:
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Hyster Company
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Program Description

In an effort to continue building on our current success within the Reach truck market, Hyster Company is pleased to announce a Reach Truck Retail Availability Program. Our last Reach Truck program provided Dealers over 100 units which are now active within Customer fleets and being used as Demo's to effectively generate more Retail business.

In order to increase our presence, from now through September 28, 2007, Dealers may order any Reach Truck demo unit under the program at a special program discount of 39% off.

This program is designed to increase your ability to demo our World-Class products in a cost effective manner, enhance your market share opportunities, provide incentives to your sales team for demos, develop new account opportunities, and maximize your profits.

Program Highlights

- Program is effective from announcement date through **9/28/07**.
- All units ordered under the program **must** be ordered with the program code **RRA** to receive the additional discount.
- All orders placed under the program are non-cancelable.
- There are no minimum or maximum order quantities under the program.
- All units ordered under the program must be Retail Booked as **"RENTAL"**.
- All units ordered under the program will be slotted based on first availability.
- Current Stock on Hand and Stock on Order may be converted under the program and receive the program discount.
- Program units sold out of the Demo Fleet prior to six (6) months must be accompanied by a new demo truck replacement order within 30 days.
- 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.
- Units ordered under the program qualify toward Retail Share and Dealer UF&DU program goals.
- Orders are subject to audit for adherence to program policies.

Hyster Company reserves the right to amend or cancel the program at any time.

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