

S/H80-120FT

"The Safe Choice"

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



Date:

September 17, 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



Hyster Company wants to continue to be the "Safe Choice" for our Dealers and Customers. As a result, we are pleased to announce two special offerings on the S/H80-120FT series.

1. Special Pricing Requests for one (1) or more units on the S80-120FT and the H80-120FT Series
 - a. Submit SC Pricing requests via Hero through the normal SC request process.
 - b. Approved SC requests are valid for 60 days.
 - c. Program covers units ordered for End-Customer transactions only.
2. Free Wet Disc Brake upgrade on S80-120FT and the H80-90FT series. Wet Disc Brakes are already standard option equipment on the S135-155FT, H100-120FT, and the H135-155FT series.
 - a. Wet Disc Brake option pricing will be reflected as a reduction in the list price of the appropriate configuration option which includes the engine, transmission, and brakes.
 - b. This offer is available for Stock, Customer, and Long-term rental units.
 - c. Please refer to the electronic price pages within the www.Hysteramericas.com Digital Dealer area for option codes and new list prices.

Please note: Increased volume on these series may elongate lead times; therefore, when placing customer orders please weigh need for wet brake option against customer preferred lead time. Every effort will be made with our suppliers to ramp up wet disc brake option availability as quickly as possible.

This program will be an excellent tool in increasing sales volume on less than six (6) unit transactions while also offering additional option value at no additional cost.

Additional Program Highlights

- Program effective from announcement date through December 14, 2007.
- Contact your Regional Sales Manager regarding any questions pertaining to this program.

Hyster Company reserves the right to modify, change, 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.

CONFIDENTIAL MATERIAL

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