Short-term Rental Fleet 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 a **2008** STR Fleet Program. This program will provide an avenue for Dealers to grow their STR fleet at a market-competitive rental unit price.

Dealers participating under the program must qualify as follows:

A. Have a <u>20% STR fleet market share</u> with a STR fleet <u>maximum</u> age of <u>40 months</u>. Twenty percent STR fleet market share will be calculated and measured by Ownership Group (all divisions of a multi-division Dealer combined).

<u>or</u>

B. Grow STR fleet market share one percent (1%) per quarter (growth over STR fleet beginning balance) until such time as the 20% STR fleet market share objective is met. Once the STR fleet market share objective is met, the Dealer must maintain that 20% market share to continue receiving the discount benefits under the program.

   1. STR fleet market share will be calculated on a quarterly basis. Any additional units needed to fund the 1% per quarter share growth will be required of the Dealer in the first month following the quarter end.

   2. Dealers not ordering the required units to fulfill the one percent (1%) growth per quarter will be charged back the difference between the STR fleet discount and 3%.

Program Details con't

- Qualifying Dealers will receive the following discounts by Product Class:

  Class I: 5% above Standard Dealer Net with the exception of E30-40HSD (7%)
  Class II: 7% above Standard Dealer Net
  Class III: 5% above Standard Dealer Net with the exception of B60-80ZAC (7%)
  Class IV: 5% above Standard Dealer Net
  Class V: 5% above Standard Dealer Net (does not include Jumbo's)
  Jumbos: Call Hyster Marketing Pricing Group

- Rental Unit purchases must remain in Dealer STR fleets for a minimum of one (1) year from the date of installation (subject to audit).
- Dealers participating under option A or B above will be measured by Ownership Group.
- <u>Dealers not participating per the above guidelines, Option A or B above, will be offered a three percent (3%) STR fleet discount for all STR fleet purchases in 2008, providing they replenish their STR fleet at a minimum of 15%.</u>
- On January 2, 2008, and quarterly thereafter, Hyster Company will survey all Dealers to obtain their current STR fleet beginning balance for 2008 and their maximum fleet age in months. Upon receipt of this information, Hyster Company will issue the final 2008 rental targets by Dealer.
- Dealers placing an order between now and December 31, 2007 equal to a one percent (1%) increase in their STR fleet market as of the program announcement date will be awarded the benefits of the discount schedule as outlined above for that specific order.
- Please contact your Regional Sales VP or Regional Sales Manager if you need more information regarding your individual Dealer STR fleet commitment requirements.