

Stock Replacement Program

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



Date:
October 23, 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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Description

Hyster Company is pleased to announce a Stock on Hand Replacement Program. This program offers an additional discount on current Stock on Hand, as of the announcement date, converted to a Retail Booking prior to December 31, 2007. Each Stock on Hand unit converted to a Retail Booking under the program, utilizing the additional program discount, requires a concurrent new stock truck replacement order. The replacement order must be for equivalent model or higher capacity within the same class and placed on the factory for stock replenishment.

This program will be an excellent tool in relieving aged inventory and assisting with conversion of current Stock on Hand, to less than six (6) unit transactions, which will assist with our mutual Retail Market Share Growth Initiative.

Program Highlights

- Program effective from announcement date through 12/31/07.
- An **additional 3 %** discount above Standard Dealer Net is available on all Classes and all series with the exception of Class III product which has shipped from the factory prior to 1/1/06.
- An **additional 2 %** discount above Standard Dealer Net is available on all Classes and all series with the exception of Class III product which has shipped from the factory after 12/31/05.
- To be eligible for the additional discount, current Stock on Hand units must have been purchased at the Dealer Net Standard discount in effect at the time of the original purchase. Stock on Hand units purchased under another Hyster Program are not eligible.
- Regional Dealer Sales VPs and RSMs will have a current list, as of the program announcement date, of all Dealer Stock on Hand.
- To receive the additional discounts under the program, please complete the attached worksheet on an as needed basis and email to e.bell@hyster.com.
- Replacement stock orders under the program are non-cancelable. Specification changes may be made in accordance with the published Hyster Sales Policy relating to cancellations on products. Replacement orders must be received by the factory prior to processing the additional discount on the current Stock on Hand units.
- 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.

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