

Walkie Program Continuum⁺



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



Date:
September 11, 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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Program Description

Due to the overwhelming success of the W40Z Continuum+ Program over the past three months, Hyster Company is pleased to extend the program through December 14, 2007. Additional program enhancements are included, so please read the Program Highlights carefully.

This program will provide Dealers with flexibility regarding the use of deferred margin for compensation to sales personnel and/or application to end-customer transactions.

Program Highlights

- Program is effective 9/1/07 through 12/14/07 for all **Retail and Factory** bookings for the W40Z.
- Dealership **target is one-per-salesperson-per-month**. Target objective must be met in total to qualify for participation in the program. RSMS will contact Dealerships with the per-month target.
- Program applies to Freighter Special Option.
- Cancellations will follow the current Hyster Company Sales Policy relating to cancellations on products.

Retail Orders

- The \$250 Retail bookings rebate is eligible for all units booked at Standard Discount; units booked with an SC will be pro-rated if required.
- Retail rebates are eligible for new retail orders or any Stock on Hand (SOH) and Stock on Order (SOO) units converted to a Retail booking during the program.
- Hyster Company will track all Dealer Retail bookings. Dealers will not need to submit special forms to participate in this portion of the program.
- Qualifying Retail Program rebates will be paid to qualifying Dealers in December 2007.
- Retail bookings must be to non-Yale accounts.

Stock Orders:

- During the program period, Dealers may also order Stock units under the program and receive an additional 5% off of the Standard Dealer Net.
- Units placed under the program must use the program code **WCN** for North America orders and **WCC** for Canadian orders.
- Stock units ordered under the program may be eligible for additional SC pricing for transaction greater than six (6) units.
- Stock units ordered under the program are not eligible for the Retail rebate as described under the Retail Orders section of the program above.

Please remember to refresh HERO by selecting the "Completely reload tables" option in the price book download area of the HERO link.

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

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