

Marketing Program Announcements

Below you will find Hyster Company Program Announcements and updates. Programs are listed in order by expiration date. Please click on the links below each program description for detailed information. (These are pdf files and require Adobe Reader to view or print.)

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Program / Description	Announcement Date	Expiration Date
Deal Closer Program Incentive program to provide a bridge between the current Pricing structure and the "Ladder Pricing" structure. Deal Closer Announcement	12/4/2008	2/28/2009
Master Rental Fleet Program To help promote the Hyster dealer network penetration into Class II market segments, Hyster Company is making a fleet of reach trucks and order pickers available to Hyster dealers on a month to month rental. Master Rental Fleet Program Announcement	1/16/2008	On-going
Equator Bank Program The 2008-2009 Hyster Incentive Program - Designed to achieve a National Share of 13% in 2008 and 14% in 2009. This Program will provide an Incentive trip "to the Equator" as a celebration for all winners achieving their 2008 and 2009 unit volume targets. Equator Bank Program Announcement	11/16/2007	12/31/2009