

Marketing Program Announcements - 2008 Archive

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.)

>[Click here for a printer friendly pdf version of this page](#)

>[Return to Current Program Announcements](#)

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
W40Z 12-Pak Program This program will provide a 26% discount for all new orders in increments of 12. W40Z Announcement	4/23/2008	
Short-Term Rental Fleet Program 2008 STR Fleet Program will provide an avenue for Hyster Dealers to grow their STR fleet at a market-competitive rental unit price STR Fleet Rental Program Announcement 2008 Hyster Discount Schedule	11/16/2007 4/21/2008	
Hyster List Price Increase List Price Increase Announcement	3/20/2008	
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	
Fortis "20" Program This program will allow for a unit allocation of the S40-70FT and the H40-70FT series at a special program price. Fortis "20" Program Announcement Appendix A Fortis "20" Specs and Pricing	11/16/2007	
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