



Hyster List Price Increase

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

Date: March 20, 2008
To: Dealer Principals, Sales Managers, Sales Coordinators
From: Kelly Smith, Director-Marketing

Due to rapidly rising costs of steel, copper, lead, rubber, plastics, and other commodities, we are announcing a list price increase of 3.5% on all Class I, II, III, and IV trucks, as well as 1-8 Ton Class V trucks. Pricing on 17,000 lbs. and higher Class V trucks is not affected by this announcement.

HYSTER COMPANY List Price Increase 4/21/2008	
Class I	3.5%
Class II	3.5%
Class III	3.5%
Class IV	3.5%
Class V (<17,000#)	3.5%
Class V (17,000# & Higher)	0.0%

- List Price increase will take effect on all orders received on or after April 21, 2008.
- All customer and rental orders received through April 20, 2008 will be price protected at current pricing levels. Customer and rental orders received on or after April 21, 2008 are subject to the list price increase.
- All new Stock orders received on or after March 20, 2008 will be subject to the list price increase. Price protection is available as follows:
 - All Hyster Dealer "Stock On Order" as of yesterday, March 19, 2008, will be price protected.
 - All Hyster Dealer Stock orders received between March 20, 2008 and April 20, 2008 will be price protected if converted to a customer or rental order by the close of business on April 20, 2008.
- All Fortis 20 stock trucks on order as of yesterday, March 19, 2008, will be protected at the current program price. Fortis 20 orders received on or after March 20, 2008 will be subject to the list price increase.

This change will be concurrent with our previously announced plan to implement a standardized discount structure across all models effective with new orders received on or after April 21, 2008.

New price pages will be available through the Hyster Dealer Secure Site at www.hysteramericas.com prior to April 21, 2008. An electronic copy of this notification will be posted today and can be accessed by clicking on the listed link. <http://www.hysterusa.com/DealerArea/MarketingNews/programs.asp>

Regards,

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