



W40Z 12-Pak Program

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

Date: April 23, 2008

To: Dealer Principals, Sales Managers, Sales Coordinators

From: Kelly Smith, Director-Marketing

Hyster Company is pleased to announce the W40Z 12-Pak Program. This program will provide a 26% discount (equivalent to 36% under the old pricing structure) for all new orders placed on the factory, as of the program effective date, in increments of 12 (12-pack) for end customers, STR Fleet, and/or Stock.

Program is effective immediately through June 30, 2008. To qualify under the program, all orders should be placed on the factory with program code **W12**.

Special Pricing requests (SC's) may be submitted for end-customer transactions greater than 10 units. Transactions with an SC will be pro-rated.

All units ordered and approved under the program are exempt from pricing audits and therefore have unlimited margin potential for your Dealership. Units receiving an SC are subject to audit.

Financial subsidy may be used in conjunction with end-customer Retail transactions as approved by Hyster Marketing.

Cancellations will follow the current Hyster Company Sales Policy relating to cancellations on products.

Please contact your Regional Sales Manager with any questions pertaining to this program.

Hyster Company has the right to review, modify, and/or cancel this program at any time.

An electronic copy of this program announcement has been posted and can be accessed by clicking on the link below.

<http://www.hysterusa.com/DealerArea/MarketingNews/programs.asp>

Regards,

Kelly Smith
Director – Marketing
252-931-7895



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So let's go to Market. . .

The Hyster Direct Mail Program gives you the ability to target customers with customizable direct mail marketing pieces, promotional flyers and/or posters at any time. With this program you have control over your dealership's direct mail marketing campaign. You can order in bulk and have them shipped directly to your dealership or you can upload your mailing list and have them mailed directly to your customers... it's your choice.

To launch this program click on the link below.

<http://www.hysterusa.com/dealerarea/foxfire/launch.asp>

To view our Direct Mail User Guide, click on the link below.

<http://www.hysterusa.com/dealerarea/file.asp?file=PrintableSiteManual.pdf>

In addition, Standard Industrial Classification (SIC) can be used to help you target your direct mail campaign to specific industries. Use the link below to view or download the top 25 SIC codes by truck class for the industry and/or for Hyster.

<http://www.hysterusa.com/DealerArea/file.asp?file=Top25SICs2006.xls>



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