

Rental Replacement Program

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



Date:
February 12, 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:
Kelly Smith
Hyster Company



Program Description

Hyster Company is pleased to announce the 2007 Short-term Rental (STR) Replacement Program. This program will provide an avenue for pure Rental Fleet replenishment for Dealers who commit to a 15% turn in their STR fleet in 2007. The 2007 program also offers an extra incentive for Dealers who commit to more than a 15% turn of their STR fleet.

The Prior Rental Replacement Program announced January 9, 2007 will be discontinued. Prior units ordered under the program will be protected.

All units delivered in 2007 under the program will count toward your **Up Front & Down Under Targets.**

Program Highlights

- Program effective immediately (Rental units ordered in 2007 prior to this announcement will be protected under this program) - ends 12-31-07.
- Program covers all Hyster new unit models.
- Dealers must commit to replacement of 15% of STR Fleet in 2007 to receive an additional 3% discount above the current standard dealer net discount.
- Dealers that order STR Fleet volume equal to a 20%-or greater "turn ratio" by September 14, 2007 will receive an additional 2% discount rebate on all units greater than the 15% "turn". The additional 2% discount (totaling 5%) will be credited upon achievement of the 20% turn quantity.
- Signed commitment documents must be returned to Hyster Company, Greenville, NC by February 24th, 2007 to participate in the program (attention: Jaime McNeill).
- Order for commitment quantity must be placed on the factory by end of business on September 14th, 2007 and have an acknowledgement clear date prior to January 1, 2008.
- Dealers participating in the program may convert SOO and SOH units to their rental fleet and receive the additional discount.
- Dealers who chose not to participate will be able to order short-term units at the standard Dealer net discount anytime during 2007.

Please read Page 2 for detailed guidelines of the program.

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Rental Replacement Program

Program Details

- Hyster Company will use the Dealer's 2007 Annual Plan document to determine the number of units in the dealer's STR fleet as of January 1, 2007 and the dealer's minimum 15% "turn" quantity. This quantity will be reduced by the number of short-term rental units already ordered since January 1, 2007.

Example: Jan 1 fleet size 100 units x 15% "turn" = 15 units (less 5 units ordered since Jan 1) = a commitment of 10 remaining units to be ordered by September 14, 2007.

- Hyster Authorized Dealer must commit to a replacement of 15% of their STR Fleet in 2007.
 - To participate, Dealer must sign and submit the attached 15% "turn" commitment document. Signed commitment documents must be returned to Hyster Company, Greenville, NC by February 24th, 2007 to participate in the program (attention: Jaime McNeill).
 - All units under the program must be placed on the factory by September 14, 2007 and will receive an additional 3% discount over the current standard dealer net discount.
- Dealers that order STR Fleet volume equal to a 20%-or greater "turn ratio" by September 14, 2007 will receive an additional 2% discount rebate on all units greater than a 15% "turn". The additional 2% discount (totaling 5%) will be credited upon achievement of the 20% turn quantity.

Example: Jan 1 fleet size 100 units x 20% "turn" = 20 units. The 20 units are ordered by September 14, 2007 at a 3% discount. Units 16, 17, 18, 19, and 20 will earn an additional 2% discount rebate (total 5% discount).

- Rental units ordered in 2007 may be adjusted to the new Rental Fleet discount if the Dealer participates in the program. Requests to receive the additional discount (add the program discount code to the order) under the program should be made through the Contact Management System.
- Dealer orders of STR Fleet units placed by February 14, 2007 will be price-protected from the announced Hyster Class I, II, III and Big Truck list price increases in effect on February 15, 2007. Dealers should direct their product delivery requests through the Contact Management System. Every effort will be made to accommodate Dealer delivery requirements.
- Dealers dropping below the 15% commitment will be billed back for the 3% additional discount.
- For participating Dealers, stock units may be converted to Rental and receive the additional 3% discount. Please submit these requests through the normal Application for Additional Discount process.
- All units under the program must stay in the Dealer rental fleet for one year from the date of installation.
- Units qualify for the 1% 10-day cash discount. Dealers may not utilize any other Hyster special pricing program with these units.
- All Rental units delivered in 2007 under the program will count toward your 2007 Up Front & Down Under goals.
- All units ordered under the program must be ordered with the following program code to receive the additional discounts.

Dealer	Program Code
US	UR7
Canadian	CR7

- Orders are subject to audit for adherence to program policies.
- Hyster Company reserves the right to review, modify, and/or cancel this program at any time.

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