



PRODUCT INFORMATION BULLETIN



DC # 10
Series Impact: E010

May 27, 2005

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES
FROM: KELLY A. SMITH – DIRECTOR, HYSTER MARKETING
SUBJ: New Fortis™ S30-40FTS Introduction

Hyster Company is pleased to announce the new S30-40FTS counterbalanced cushion tire I.C product scheduled for August 2005 production. The S30-40FTS model represents the next Fortis™ Line of Lift Trucks to offer unmatched Hyster CANbus and Duramatch™ Transmission technology. Additional features on the S30-40FTS include several ergonomic improvements to provide maximum comfort for operators. The result is an excellent package of power, performance and comfort that will make a significant improvement in your customers' bottom line.

As we make the conversion from old to new, we wish to ensure you have the interim marketing tools for the new series. This launch includes a complete set of S30-40FTS Standard Price Pages. For your convenience, the standard and SPED price pages as well as the High Lift Sheets for this series are available immediately online at www.hysterusa.com. Once you have entered your password navigate through the following path: Truck Sales, Truck Pricing, Standard Price List Pages and select Class 4 SpaceSaver ICE Cushion Tire from the pull down menu. You will then be given a choice to view the sheets from their current location or download the PDF file to your computer hard drive.

Net Pricing Discount

The S30-40FTS series list prices are based on a Dealer Net Pricing formula discount of **44%**. Net Pricing will be applied on all orders of five units or less.

Special Pricing

Hyster will accept Special Pricing requests on transactions six or greater.

SPED Availability

Many former SPED options are now in the standard price pages. SPED **will not** be available for the first **3 months** of S30-40FTS production; however SPED orders will be accepted with the first customer orders. Dealers should re-price all outstanding quotes because of significant product differences.

S30-40FTS Manufacturing

This new truck will be manufactured, assembled and shipped from Berea, Kentucky plant.

As always, we appreciate the support of our distribution network and the sales organization.

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Sincere Regards,

Kelly A. Smith
Director – Hyster Marketing

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