



HYSTER COMPANY

Americas Division

March 7, 2007

Attention: Hyster Dealer Principals, Operations Managers, Branch Managers, Sales Managers and Marketing Contacts

SUBJECT: Sales Development Strategy - Warehouse Products

We are encouraged by the activity and confidence shown since our Regional Launches late last year. The new Hyster Reach is the cornerstone of our joint commitment to grow our penetration into this growing segment of our total business opportunity (now representing well over 40 percent of the total market); the new truck continues to gain very strong acceptance and is supported by an equally strong acceptance of our A/C class III product.

From the Hyster side we have committed to regional Warehouse specialists to support your own growth efforts either in the training or transactional support role. Additionally we are increasing the level of Warehouse expertise in the National Account arena by a focus on the distribution and support industries, rather than simply on our traditional manufacturing base.

Supporting this total strategy are three initiatives that I would like to remind you about –

1) “Special Forces Program”

Aimed at helping with up to \$25,000 of the cost of an incremental salesperson, as a Warehouse Specialist, this program is open for Dealer registration through 3/31/07. Your Warehouse RSM will be in touch with you shortly to review your participation in this program.

2) Invitation to Compare II

Announced in outline, this program will build on the momentum of the new Hyster Reach through a ‘no fear’, ‘dare to compare’ approach of our product, side by side with the most current Crown and Raymond reach models. Day one is an opportunity for dealer personnel to be thoroughly trained on the Hyster Reach and its competition and day two is an opportunity for that knowledge to be shared with your customers and potential customers in an ‘in the iron’ comparison of features and performance. This approach has worked very successfully for us all in the past and we encourage your Dealership to participate fully in one of the 13 events scheduled around the country (see Maps and program details attached – map and details covering the parallel Fortis Invitation to Compare II is also attached).

3) Class II and III Training

On our website is Warehouse 101 (Phases 1, 2 & 3). This training program allows your dealer personnel to gain an initial understanding of Warehouse and Product Application, towards a certification goal at basic level, which I believe is an essential to every salesperson irrespective of territory opportunity size. Shortly we will be announcing an ‘Advanced’ 4-day school aimed at certifying your salespeople at a higher level of expertise in the warehouse segment – our expectation is that your Dealership will wish to train those salespersons that have a significant opportunity for class II and III in their territories. This school will be offered both in Greenville and regionally.

I would ask you to review these three initiatives in relation to your own Dealership – is there an opportunity for me to take advantage of the Hyster “Special Forces” program? Go ahead and form a ‘steering committee’ to plan your participation at an Invitation to Compare II event, and finally plan the who, when and where of Training for your own salespeople. Remember your Warehouse Regional Sales Manager is there to help you plan for all of these opportunities.

Good Selling!

Sincerely,
HYSTER COMPANY

George Marshall
Director, Sales Development – Warehouse products

