

Up Front & Down Under

The Home Stretch

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



Date:
July 19, 2007

To:
Hyster Dealer Principals
Branch Managers
Sales Managers
Sales Administrators

cc:
Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:
Kelly A. Smith
Hyster Company



Program Description

We have turned the corner for the final stretch into the last six months of a great two-year program – Up Front & Down Under. As we head into the home stretch of the challenge, Hyster Company, working with Product Planning, has provisioned additional production capacity for the third quarter on select series. These additional units, although limited in configuration, will help you “shore up” your Retail bookings position for the final run. With that in mind, Hyster Company is pleased to offer the following program:

Retail Availability Improvement Program
Order by end of business on Friday, July 27, 2007

Available slots are for **standard price book options only**; therefore, all units ordered under the program **must** match the standard configuration on the available slot. All orders received under the program will be slotted per first available factory build and shipped prior to September 30, 2007. SPED optioned orders **will not** be accepted under the program. The Program's covered series and special program discounts are as follows:

<u>Series</u>	<u>Model</u>	<u>Program Discount</u>
J160	J30-40ZT	54.5%
F114	E25-40Z	56.5%
G108	E45-65Z	60.5%
E098	E70-120Z	54.0%
B230	B60Z	39.0%
E010	S30-40FT	47.0%
F187	S40-70FT	48.0%
F001	H30-40FT	47.0%

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Program Description (Continued)

To receive the additional discount under the program, please place all orders on the factory prior to **Friday, July 27, 2007** and use program code **HSA** for North American orders and **HSC** for Canadian orders. Once units are approved to be slotted under the program, Hyster Marketing will override the discount on the order to reflect the program price. Changes will not be allowed. Only orders which match the configurations, per the above slots, will be approved for qualification under the program (**standard price book options only**).

All units ordered and approved under the program are exempt from pricing audits and therefore have unlimited margin potential for your Dealership. Discounts under this program are final; therefore, additional SC pricing **will not** be available.

Program units may be ordered for Stock, Customer, or Rental. Discounts issued under the program for units ordered for Rental are final and are in lieu of the discounts available under the Rental program. Units ordered under this program for Rental will count toward your 15% minimum annual turn under the 2007 Rental Planning Program.

This special program offers limited quantities per the select series outlined above. Once available slots under the program are consumed, additional orders received will not be eligible for the special program discount. Hyster Marketing will notify Dealers of any orders received which do not qualify under the program and will allow a cancellation without penalty.

Please remember to refresh HERO by selecting the “Completely reload tables” option in the price book download area of the HERO link.

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