Up Front & Down Under

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

Date:
February 8, 2006

To:
Hyster Dealer Principals and Sales Management

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

From:
Kelly Smith
VP - Marketing

Program Description

This program is designed to pay Deferred Margin "Up Front" and provide a celebration "Down Under" to winning Dealer Principals.

The "Down Under" trip will be an exclusive ten-day event in Australia.

"$8,000,000 on the table"

Program Highlights

- Two-year commitment (2006 and 2007) to attain National Share of 13% and 15% respectively. Program is:
  - Simple and singular in focus
  - Designed to facilitate planning
  - Significant in scale
  - Audacious goal objectives
- "Base" target per dealer (in units)
- Incremental "stretch" target set at 5% above base
- Deferred margin paid on retail bookings
  - Includes National Accounts

Program Details

- Dealers must achieve a base target as received (13% overall share for Hyster), and
- A stretch target (5% above base objective) for the year.
- Dealers who achieve their base target will receive a deferred margin payout based on the following schedule:

$ amount per Unit	Category
$200	All trucks not outlined below
$50	Class III
$250	Big Trucks (13,500# – 36,000#)
$500	Jumbo's (36,000# @ 36" L/C & above) Reach Stackers VNA

- Total Dealer Retail Bookings include National Account Bookings.
- Each Dealer who achieves their stretch target will, in addition to the per unit deferred margin payout, receive an additional deferred margin payout based on their industry size as follows:

Industry Size	Payout
< 250	$0
> 250 and < 2,000	$25,000
> 2,000 and < 5,000	$50,000
> 5,000	$100,000

- Dealers will be required to use one-third of deferred margin payouts to partially defray the costs of local sales employee incentive programs to generate incremental sales.
- Dealers who achieve their base targets in 2006 and 2007 will be awarded an exclusive ten-day event in Australia.
- Deferred margin earned will be paid in January of the following year.
- Forward any questions regarding this program to Elaine Bell at 252-561-7103 or via email at e.bell@hyster.com.

Aussie Terms:

Boomer:
Kangaroo

Cobber:
Friend, mate

Dacks:
Trousers or shorts

Esky:
Cooler

Fair dinkum:
Really, honestly

G'day:
Hello, Hi

Happy as Larry:
Very happy

Jillaroo:
Female jackeroo